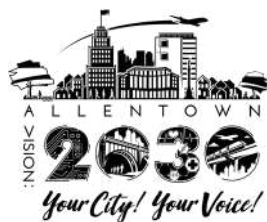




Allentown Vision 2030

Comprehensive &
Economic Development Plan

Final Report- November 2019



Allentown Vision 2030

Comprehensive &
Economic Development Plan

Final Report- November 2019



CITY OF ALLENTOWN

Comprehensive and Economic
Development Plan

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Secretary Richard L. Button
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Anthony Toth

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Puertorrican Culture
Preservation

ACKNOWLEDGMENTS

The Allentown Vision 2030 team would like to thank City of Allentown staff, our public, private, nonprofit, and institutional partners, the generous hosts of our Community Collaboration Meetings - the East Side Youth Center, South Mountain Middle School, JCC of the Lehigh Valley, and St. Luke's Sacred Heart Campus - and the participants of the Allentown Vision 2030 Community Ambassador Program for your support and participation in the Allentown Vision 2030 plan development process.

Finally, we would not have the Allentown Vision 2030 Plan without the incredible participation of our Allentown community - residents, workers, youth, and all those who engaged with the plan development process through meetings, at the Community Engagement Hub, our community survey, and the many other events held throughout the planning process. Thank you for your time, your participation, your ideas and sharing your VOICE to create a shared vision and plan for the future of Allentown!

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CH 2 HOUSING

CH 3 ACCESSIBILITY & CONNECTIVITY

CH 4 SERVICES & AMENITIES

CH 5 LIVING SYSTEMS

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COMMUNITY COLLABORATION MEETING SUMMARIES

PUBLIC COMMENTS (SEPT - OCT 2019)

AREAS OF ALLENTOWN

Allentown's neighborhood-based planning process will help each area of Allentown understand issues, set priorities, and take shared action. Through community meetings, focus groups, the Vision 2030 storefront, and Allentown Vision 2030 events, we gathered concerns and ideas that can be the basis for future neighborhood planning.

EAST ALLENTOWN
SOUTH ALLENTOWN
WEST ALLENTOWN
CENTER ALLENTOWN

VOICES OF ALLENTOWN 2030
Source: Google Image

"MY STREET IS SAFE
AND CLEAN"

"I'D LIKE TO TAKE THE
BUS TO MY NURSES
TRAINING!"

"MY CHILD WALKS
TO SCHOOL
SAFELY"

ALLENTOWN TOMORROW



"I'M GETTING MORE
CUSTOMERS IN MY
SHOP"

"I WALK TO THE PARK
AFTER WORK"

"I'M LOOKING FOR
A PLACE TO
GROW MY
BUSINESS!"

"I AM LOOKING FOR
AN AFFORDABLE
APARTMENT"

"BIKING THE
TRAIL IS LIKE A
MINI VACATION"

Citywide Future Land Use Map

HOW TO READ THIS MAP

Strategic Planning Areas: Identified in the Vision 2030 Urban Systems and Areas of Allentown sections as potential future areas of economic growth, redevelopment, and/or community planning efforts.

Transit-Oriented Development

Opportunities: Areas located within a 5-minute walk of a LANTA transit stop that could potentially support higher residential and commercial densities with the implementation of the high-frequency LANTA Enhanced Bus Service.

Proposed Trails: Planned or proposed trails or trail connections from the Vision 2030 Urban Systems and Areas of Allentown sections.

Proposed LANTA Enhanced Bus Service











Routes: High-frequency routes for LANTA Enhanced Bus Service upon full implementation of the LANTaBus EBS system.

LANTA Enhanced Bus Service Transit





Stops: Existing and proposed LANTA Transit Stops along the high-frequency LANTaBus EBS routes.

LEGEND

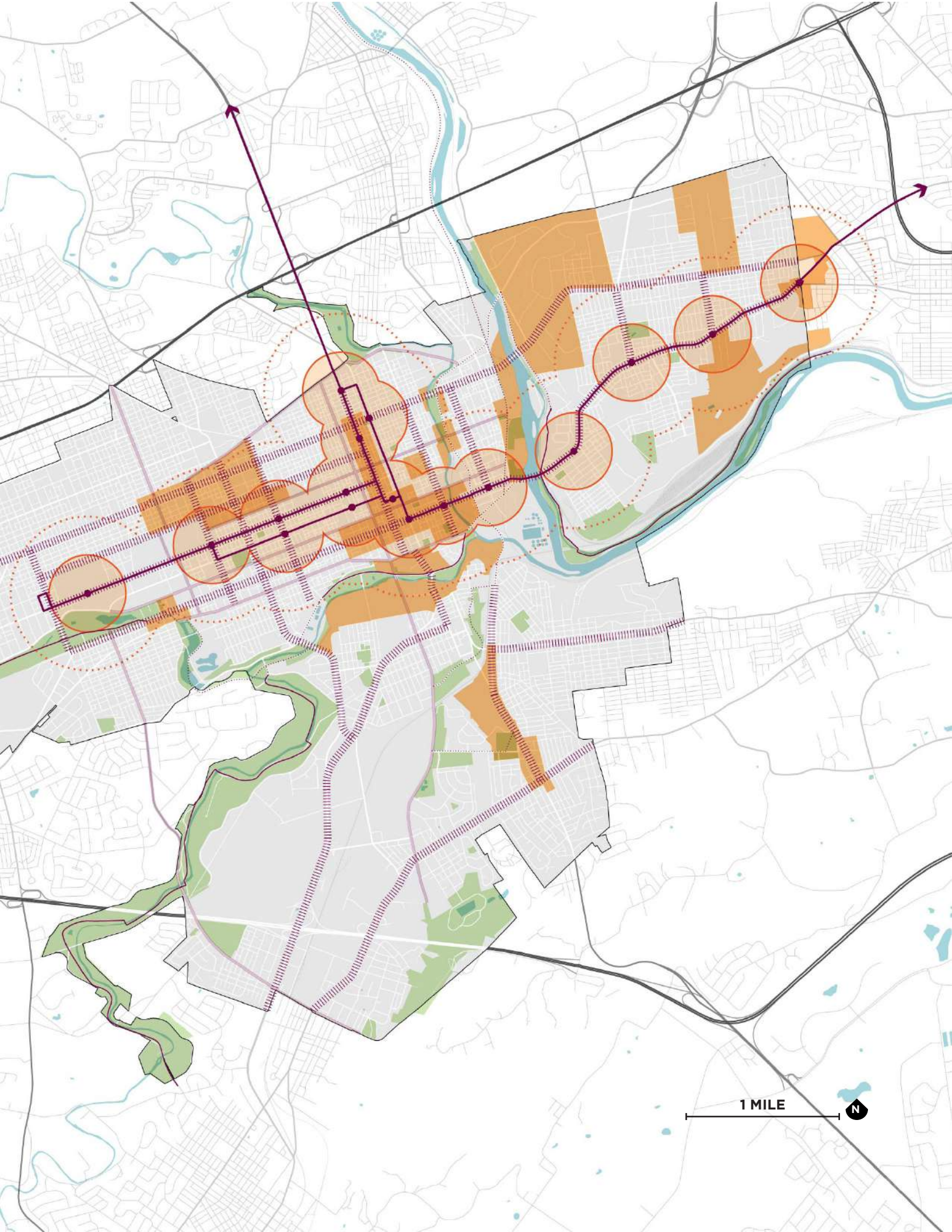
PROJECT PROPOSALS

-  5- Minute Walk from EBS Stop
-  10- Minute Walk from EBS Stop
-  Strategic Planning Areas
-  EBS Stop- Proposed
-  Major Intersection
-  Minor Intersection
-  EBS Route- Proposed
-  Existing Trail
-  Proposed Trail
-  Streetscape Improvement

BASE LAYERS

-  Rivers & Streams
-  City Parks
-  City Blocks
-  Allentown Boundary







Allentown Area Plans

SOURCE: TIGER/Line Shapefiles, Census Bureau (2019)

Allentown is a collection of neighborhoods and each area has a distinct character. This section describes some of the projects and priorities that arose in community conversations and through analysis of current and future opportunities. Each Area Plan will serve as a guide for more in-depth Neighborhood Plans.

EAST ALLENTOWN

Allentown State Hospital

Source: Wikimedia Commons

East Allentown is well served by transit and its two commercial corridors along Hanover and Union connect the regional centers of Allentown and Bethlehem. Future investments in transit as well as redevelopment of the former Allentown State Hospital can spur growth along the corridors and create the conditions suitable for transit friendly development.



SOUTH ALLENTOWN

South Allentown Homes

Source: Consultant Team

South Allentown neighborhoods each have a distinct character and much of the city's industrial areas are in the south. Future investments in trails and greenways, as well as redevelopment of underused retail properties on South Fourth Street could create new mixed use housing and commercial development.



WEST ALLENTOWN

19th Street Theatre - Civic Theatre

Source: Consultant Team

West Allentown's neighborhoods have stable housing and growing cultural areas such as the Theatre District. Future investment in a transit hub, trails, and other infrastructure can connect neighborhoods to jobs, parks, and attractions.



CENTER ALLENTOWN

Allentown Porches

Source: Consultant Team

Center Allentown is the heart of the city, with the revived central business district and regional attractions. By connecting to and investing in the housing, community facilities, and infrastructure in adjacent neighborhoods, the Seventh Street business corridor and neighborhood economic centers can grow and complement the downtown.



Chapter 1

EAST ALLENTOWN

East Allentown is a collection of walkable and pleasant neighborhoods interwoven with commercial and industrial areas. The neighborhoods are situated between major economic centers and will have access to high frequency public transit if LANTA's proposed Enhanced Bus Service (EBS) is implemented. The East Allentown area is likely poised to grow.

VISION FOR THE FUTURE

**CORRIDORS CREATE A TRANSIT
PRIORITY DISTRICT**

**NEW DESTINATIONS STRENGTHEN A
SENSE OF PLACE**











**REDEVELOPMENT BRINGS AMENITIES
AND IMPROVES THE ECONOMY**

KEY PROJECTS:






- E1** Enhanced Bus Service
Gateway Development
- E2** Enhanced Bus Service
Neighborhood Center Development
- E3** Enhanced Bus Service
Allentown State Hospital
Redevelopment
- E4** Enhanced Bus Service
Transit Oriented Development
- E5** Flexible Fabrication District

LEGEND

PROJECT PROPOSALS

-  5- Minute Walk from EBS Stop
-  10- Minute Walk from EBS Stop
-  Strategic Planning Areas
-  EBS Stop- Proposed
-  Major Intersection
-  Minor Intersection
-  EBS Route- Proposed
-  Existing Trail
-  Proposed Trail
-  Streetscape Improvement

BASE LAYERS

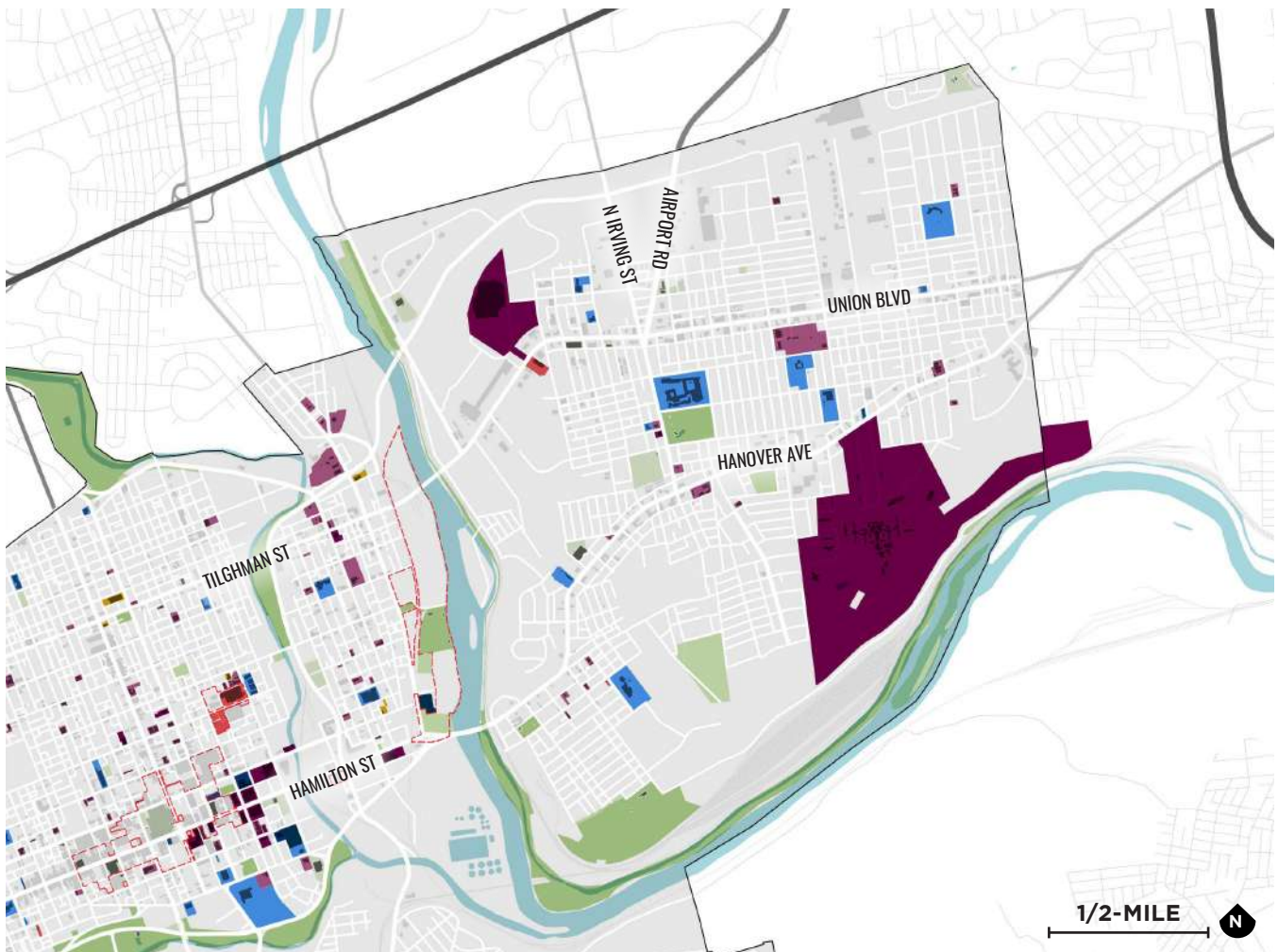
-  Community Facilities
-  Rivers & Streams
-  City Parks
-  City Blocks
-  Allentown Boundary






EAST ALLENTOWN **TODAY**

East Allentown is a community where people value their neighborhood schools, shopping, and job opportunities.



LEGEND

EXISTING ASSETS

 City Parks	 Institutional	 Community
 Recreation	 Religious	 Community Facilities
 NIZ Boundary	 Museums	 Commercial Buildings
 Medical	 Educational	

WELL CONNECTED

East Allentown has historically connected Allentown and Bethlehem and is a logical location for enhanced bus services. The area is also near to larger areas of light industrial properties and the airport.

Crossing American Parkway Bridge

Source: Jordan Platten Photography for City of Allentown



LARGE SITES AVAILABLE

While the Allentown State Hospital occupied one of the largest parcels in the city, its isolated site meant that it had relatively few connections to the neighborhood.

Former Allentown State Hospital

Source: The Morning Call, "Allentown State Hospital Spurs Memories in People who Worked There: 'Almost Like A Family of Hundreds'"



CHALLENGES REMAIN

To support transit, East Allentown needs more people who would use bus service to live, shop, and work. There are few vacant lots but many areas where denser, mixed use development would create more housing and neighborhood amenities.

East Allentown Streetscape

Source: Consultant Team



EAST ALLENTOWN TOMORROW

People will move to East Allentown for the easy access to the centers of Allentown and Bethlehem.

ALLENTOWN



TOP LEFT: *Allentown Central Business District*

Source: Lehigh Valley Economic Development, "Downtown Allentown Revitalization District Wins Global Award for Excellence"

TOP RIGHT: *The Solider and Sailors Monument*

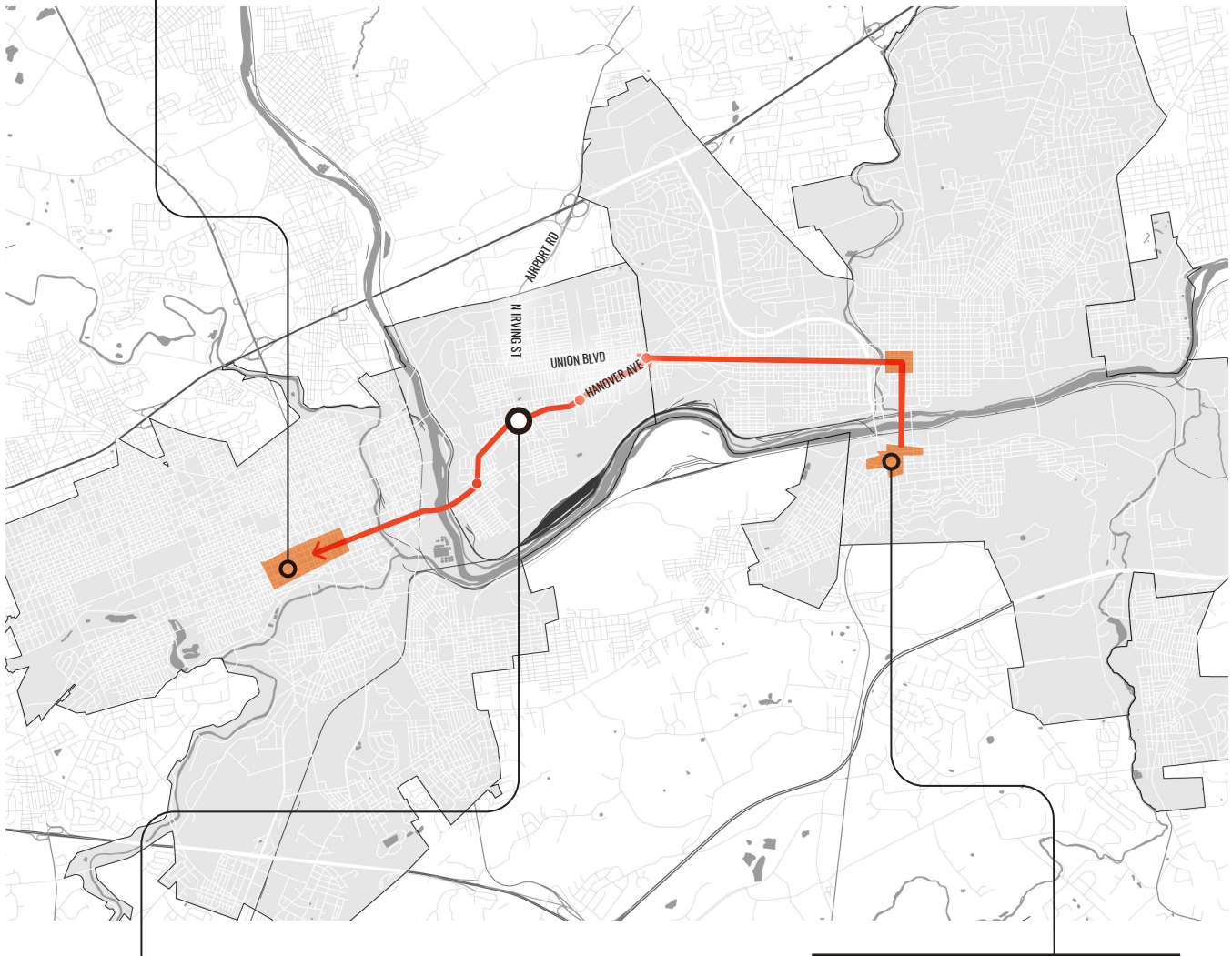
Source: LVEDC, "Lehigh Valley, Allentown Rank Among Top Places to Live in the U.S."

BOTTOM LEFT: *Moravian Book Shop*

Source: Oakland Owners Club International, Inc. "2019 Oakland Gathering- May 9-11 2019"

BOTTOM RIGHT: *Lehigh University Campus*

Source: Lehigh University



GETTING THERE FROM HERE...

ALLENTOWN

18 mins. bus ride today, faster with EBS

BETHLEHEM

38 min. bus ride today, faster with EBS

BETHLEHEM



- Enhanced Bus Service Gateway Development **E1**
- Enhanced Bus Service Neighborhood Center Development **E2**
- Enhanced Bus Service Allentown State Hospital Redevelopment **E3**
- Enhanced Bus Service Transit Oriented Development **E4**

The transit service on Hanover and Union will increase due to higher demand. Diverse businesses will thrive and serve both the local community and the regional economy.

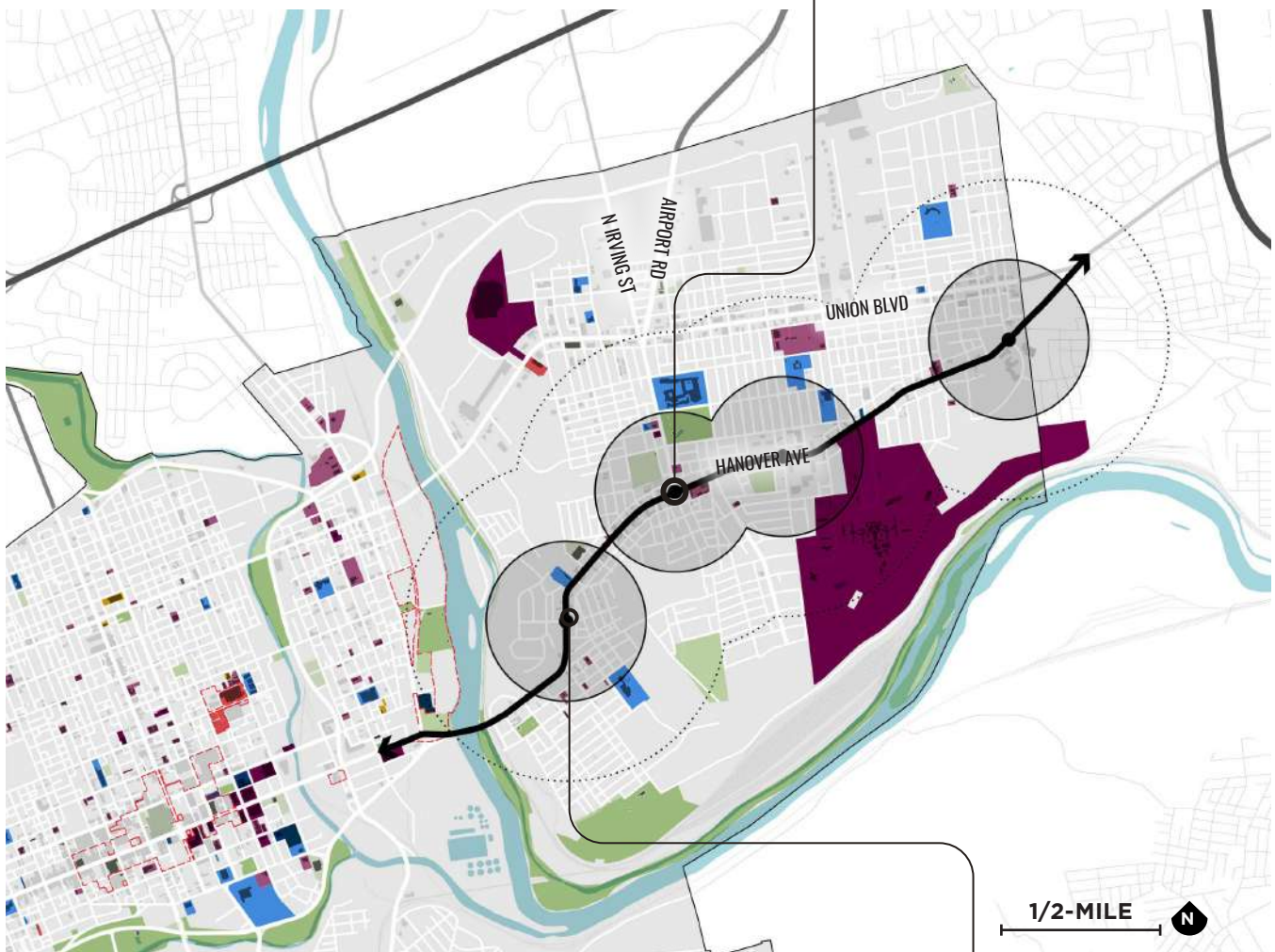
GETTING THERE FROM HERE...

INDUSTRIAL DISTRICT

10 minute drive, a 10 min. walk

AIRPORT

10 minute drive, 40+ min. bus ride



LEGEND

EXISTING ASSETS

City Parks	Museums	5- Minute Walk from EBS Stop
Recreation	Educational	10- Minute Walk from EBS Stop
Medical	Community	EBS Stop- Proposed
Institutional	Community Facilities	EBS Route- Proposed
Religious	Commercial Buildings	NIZ Boundary

VISIBLE GATEWAYS

The intersection at Hanover and Hamilton is the entry into East Allentown. New and renovated housing and small commercial could create a welcoming gateway.

EAST ALLENTOWN **TOMORROW**

Large redevelopment areas like the Allentown State Hospital will bring additional activity and amenities, like schools, housing, commercial space, and leisure activities and will connect East Allentown to parks and greenways.



WE HEARD THAT THIS PROJECT WOULD BE A SUCCESS IF IT...

serves, strengthens, and diversifies the community!
establishes East Allentown as a destination!
creates a culture of forward progress!

Allentown State Hospital

Source: Jordan Platten Photography
for City of Allentown

LEARNING FROM OTHERS...

TRAVERSE CITY BOTANIC GARDEN

As part of the Traverse City State Hospital redevelopment, some of the land is used as a botanic garden and owned by the municipality, Garfield Township. Dramatic renovations of humble buildings have created inspiring spaces for environmental learning, weddings, and other events.

Traverse City, MI- Renovated Barn as Botanic Garden

Source: Traverse City Tourism



MEDFIELD STATE HOSPITAL MASTERPLAN

In a highly detailed 2018 plan, the Medfield State Hospital land use and financial strategy is to 1) maintain and enhance the character of the Town of Medfield, 2) address housing needs with smaller footprint housing, and 3) achieve reasonable economic and financial impacts on residents and Town services.

Medfield, MA- Medfield State Hospital Redevelopment Concept

Source: Medfield State Hospital Strategic Reuse Master Plan



NY STATE ASYLUM RESORT CONFERENCE CENTER

Local and state efforts have leveraged the former Buffalo State Asylum for a resort and conference center. The project used a public planning process and is estimated to generate close to \$500K in annual tax revenue.

Buffalo, NY- Resort Building, NY State Asylum

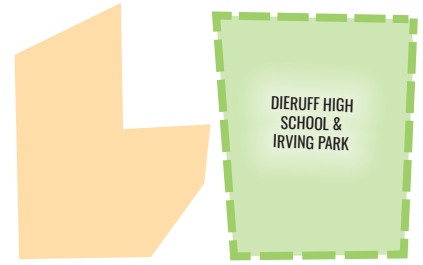
Source: Lonely Planet, "Buffalo's Newest Hotel has Opened in Abandoned Asylum"



THE ALLENTOWN STATE HOSPITAL REDEVELOPMENT SITE

DID YOU KNOW...

The area adjacent to Hanover Ave is similar in size as Dieruff School and Irving Park together!



LEGEND

URBAN DESIGN PROPOSAL

- Proposed Trail
- ... Safe Route to School
- Major Street/Extension
- Minor Street/Extension
- Former Road

- Park
- Developable Area
- In Use

BACKGROUND

The Allentown State Hospital in East Allentown was previously used as a psychiatric facility that still holds sentimental value with many residents. The campus is a testament to a formidable architectural past. It is sited on 200-acres along Hanover Avenue in the heart of a vibrant mixed-use, mixed-income community. As one of the largest redevelopment sites in the city, it will be important to develop a strategy to bring the site into the community - through site design and planning future development. Having a thoughtful approach to the site with strong community engagement could mean a huge economic win for not only the City but for the region.

Its location in East Allentown will mean some of the most substantial work done in this part of the City in many years. Hanover Avenue connects both Allentown and Bethlehem's downtowns, making this site well suited to bridge the two economic drivers.

The site is currently configured for a very specific use; changing that use will require a large investment into new infrastructure and utilities. To ensure that the site aligns with the existing neighborhood framework, street patterns from the neighborhood west of the Allentown State Hospital could be extended through the parcel. Efficient planning and zoning will enable multiple uses to be accommodated via the street grid, including office, commercial, light industrial, recreation and retail.

Through redevelopment, the City and the Allentown School District will likely see an increase in tax revenue.

DEVELOPMENT PRINCIPLES

- Adopt a mixed use approach to the site, including commercial and residential uses.
- Commercial, light industrial and manufacturing spaces can support economic opportunity
- Housing should enable economic, typological, land use, and demographic diversity.
- Connect to and provide parks, recreation and open space.
- Public space should be both active and passive to meet current and future needs of the community.
- Develop to increase the tax base.

WE NEED TO KNOW MORE!

Large sites like the Allentown State Hospital require years of planning and resource gathering to make any project possible. There was a strong desire for a robust and open process where the public can shape the future of East Allentown with this site. Rezoning will be needed and the community should be engaged in the discussion. The City may also want to ensure that community needs are heard and respected through a non-punitive community benefits agreement (CBA).

The community shared concerns and questions for a future process:

How can the development serve the existing community?

Can the redevelopment prioritize training and workforce development opportunities?

Is the environment produced appropriate for a multi-generational population?

Does development craft a neighborhood identity?

Is the resulting development multi-use and does it include different housing types?

Can the development reconnect the neighborhood to natural sites, trails, and the river?

Is the result transformative?

EAST ALLENTOWN TOMORROW

There will be more stores, businesses, and places to live near to the Hanover and Union corridors as people value being close to schools, parks, and other walkable neighborhood amenities as well as near regional job centers. Mixed use developments will provide new types of homes for people to live.



LEGEND

TRANSIT ORIENTED DEVELOPMENT

- Opportunities for Mixed Use Development
- Greenspace

TRANSIT ORIENTED DEVELOPMENT
could include:

COMMUNITY HEALTH CENTERS

Referenced in Living Systems

AFFORDABLE HOUSING

Referenced in Housing

TRANSIT ORIENTED DEVELOPMENT NEEDS:

LANTA ENHANCED BUS SERVICE

Referenced in Accessibility & Connectivity

Enhanced bus service creates fast, high frequency routes that more easily connect people to jobs, housing, and amenities. Improved bus service could increase people's abilities to live "car lite" or "car free" and put more of their income towards their home or activities.

DEVELOPMENT DENSITY

Referenced in Accessibility & Connectivity

Transit Oriented Development (TOD) describes mixed use and residential areas that have a density that supports high frequency bus service. Density is described by Floor Area Ratio (FAR) or the building's area compared to the land upon which it sits. LANTA recommended 4 types of development that might be supported by an Enhanced Bus System (see definitions to the right).

BUSINESS CLUSTERS

Referenced in Economic Development

Enhanced Bus Service routes are often near centers of commercial development and it is likely each stop along the EBS route will develop a unique character. For example, restaurants like to cluster near each other to attract customers. Large anchors like food markets often attract complimentary businesses including dry cleaners or coffee shops. The available areas, zoning regulations, and market conditions contribute to cluster development.

ZONING UPDATES

Referenced in Economic Development

A transit oriented development (TOD) overlay would streamline development in and around future transit investments. For example, allowing for accessory dwelling units (granny flats) on owner-occupied properties could accommodate changing household types and give homeowners additional income. A form-based code could more flexibly regulate TOD zoning and streamline development processes. Inclusionary zoning could be considered to maintain an inventory of affordable units in East Allentown, especially with the Allentown State Hospital site likely to be developed in the next 10 years. Density incentives can also be incorporated into the revised zoning code.



Affordable Mixed-Use Development, Pittsburgh PA

Source: Nathaniel Rice for NEXT Pittsburgh

MIXED USE | GREATER THAN 1.0 FLOOR AREA RATIO

4 story apartments over retail can create live-work opportunities and lively, active destination districts. Parking is structured in garages.

MIXED USE | 0.25-1.0 FLOOR AREA RATIO

2-3 story apartments and/or commercial buildings create walkable streets and activity. Parking is in surface lots or structured garages

RESIDENTIAL | 15-30 DWELLING UNITS PER ACRE

3 story walk up apartments / townhouses where parking may be near the unit or in central lots

RESIDENTIAL | SMALL LOT DWELLINGS, ALLEYS

Homes may be 1, 2 or 3 units or may have accessory dwelling units. Side yards are minimized but front and back yard amenities create a strong sense of place.



Residential Townhouses

Source: RE/Max Crest Realty



Louis E. Dieruff High School

Source: Google Maps

EXISTING ASSETS & VULNERABILITIES

AT THE NEXUS OF TWO RIVERS

East Allentown's waterfront is accessible through parks and has potential for more access. The western bank of the Lehigh River has a healthy riparian zone, with Canal Park serving as a community connection to the Lehigh River and the Little Lehigh Creek. The Delaware and Lehigh Trail connects to regional trail systems, following the Lehigh River.

ANCHOR INSTITUTIONS & AMENITIES

East Allentown is served by an eclectic mix of staple community institutions and is sandwiched between two amenity rich City Centers.

WELL CONNECTED CORRIDORS

East Allentown has two major economic corridors - Union Blvd and Hanover Ave - that are well served by public transit and are located in a walkable street grid. They are connected to multiple shopping centers, the Lehigh Valley International Airport, and educational institutions.

STRONG INDUSTRIAL PRESENCE

East Allentown is bordered by small industrial and light industrial employment clusters along the Lehigh River's edge and American Parkway. The manufacturing cluster in the northeast of the area is crossed by two secondary commercial corridors of Irving and Fenwick Streets.

STABLE HOUSING STOCK

East Allentown is surrounded by intact and stable housing stock of mostly single family attached dwellings with little sign of vacancy.

LARGE UNDERUTILIZED SITES

In addition to the Allentown State Hospital site, other large commercial and industrial areas are underutilized or are vacant and can serve as redevelopment areas.

LACK OF CONNECTIVITY

Although East Allentown has highly walkable areas, it is difficult to safely walk or bike to the river or to downtown.

"I LOVE COCA COLA PARK"

ARTS + ENTERTAINMENT
People cited large event spaces as the major attractions in East Allentown.

"KECK PARK IS A GREAT ASSET"

RECREATION + GREENSPACE
People liked active outdoor spaces, sports and activities.

"HAPPY TO HAVE COMMUNITY BIKE WORKS"

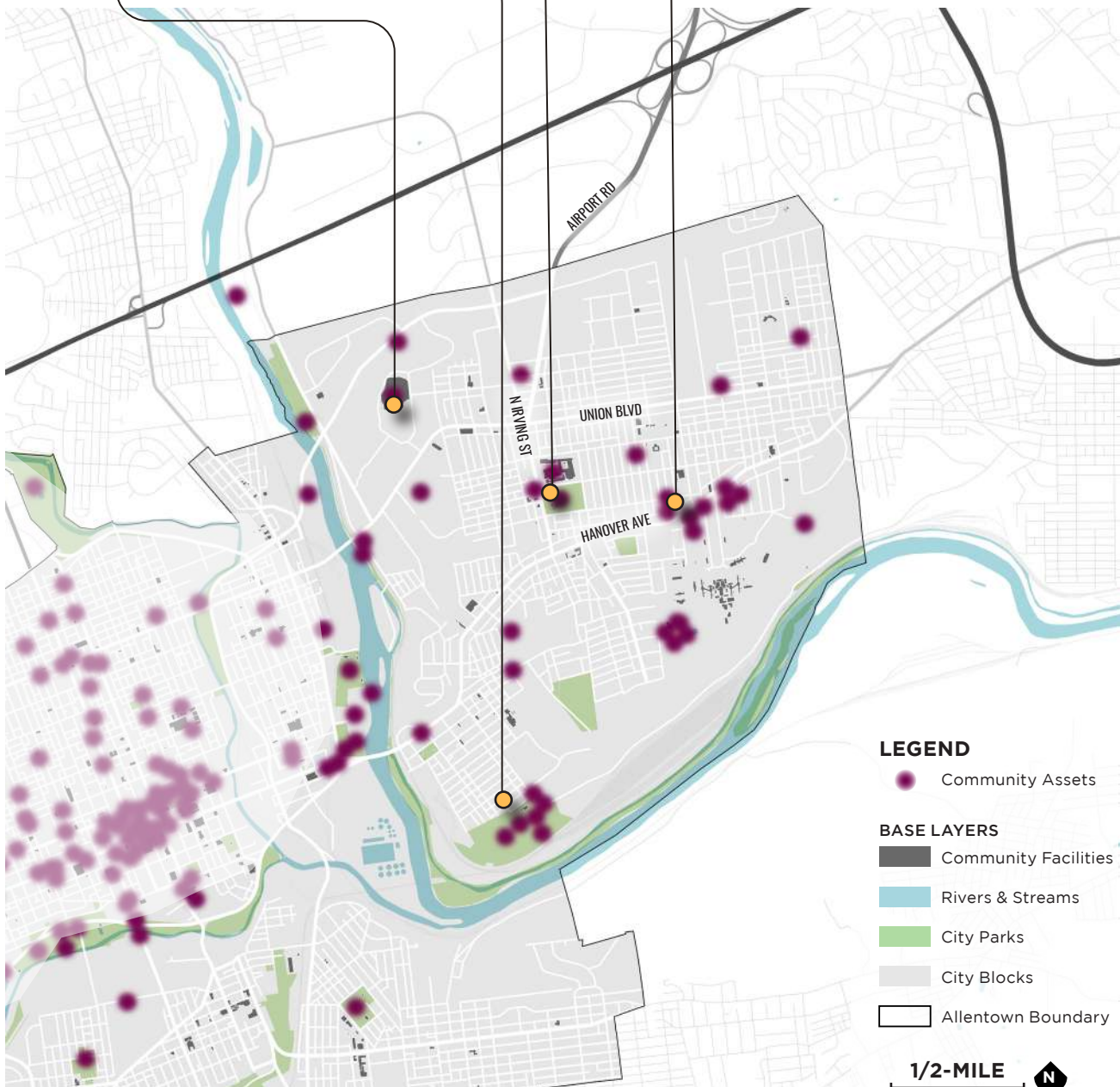
EDUCATION
People value their community spaces as centers of activity.

"I VALUE EAST SIDE YOUTH CENTER"

YOUTH
People are pleased to participate with local youth-serving organizations.

WHAT WE HEARD...

COMMUNITY
MAPPING
ACTIVITY



EXISTING ZONING

East Allentown's zoning reflects its low residential density and its corridor development.

LEGEND

Public Parks

INSTITUTIONAL

Public Facilities + Services

COMMERCIAL

Retail and Commercial

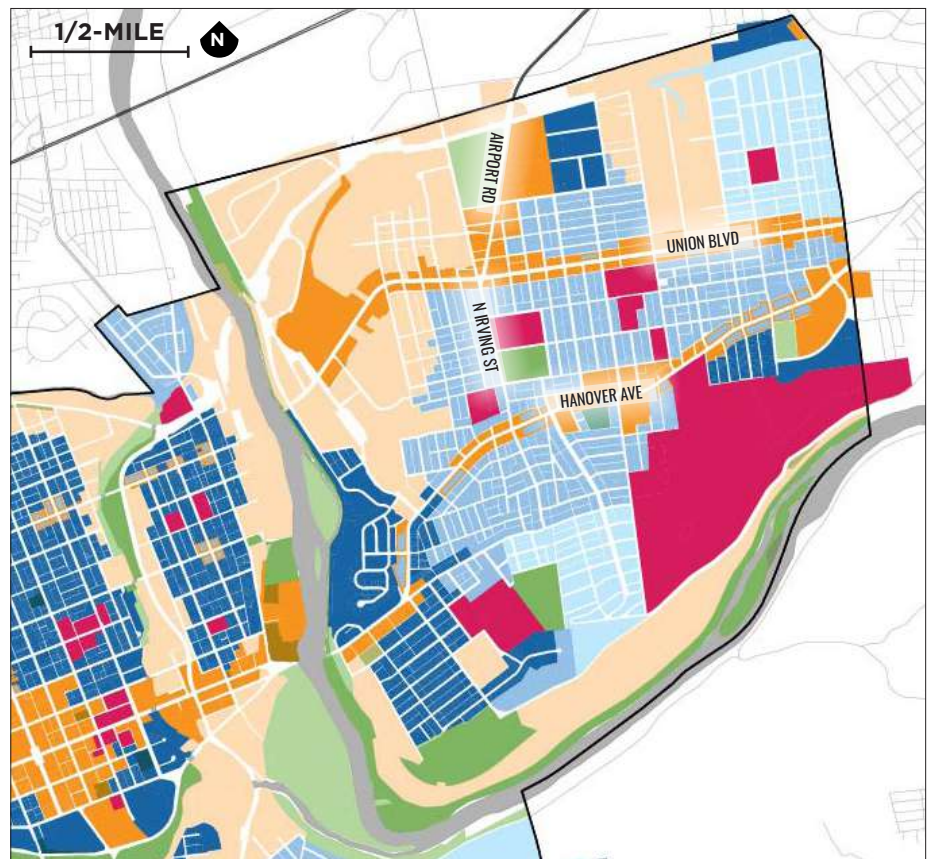
Industry and Manufacturing

RESIDENTIAL

7+ Units

2-6 Units

Single Family



Source: City of Allentown

EXISTING LAND USE

The majority of East Allentown is residential, with areas of institutional and industrial uses. The corridor at Union is predominantly commercial while the Hanover corridor is a mix of commercial and residential.

LEGEND

Public Parks

Open Land

INSTITUTIONAL

Public Facilities + Services

COMMERCIAL

Retail and Commercial

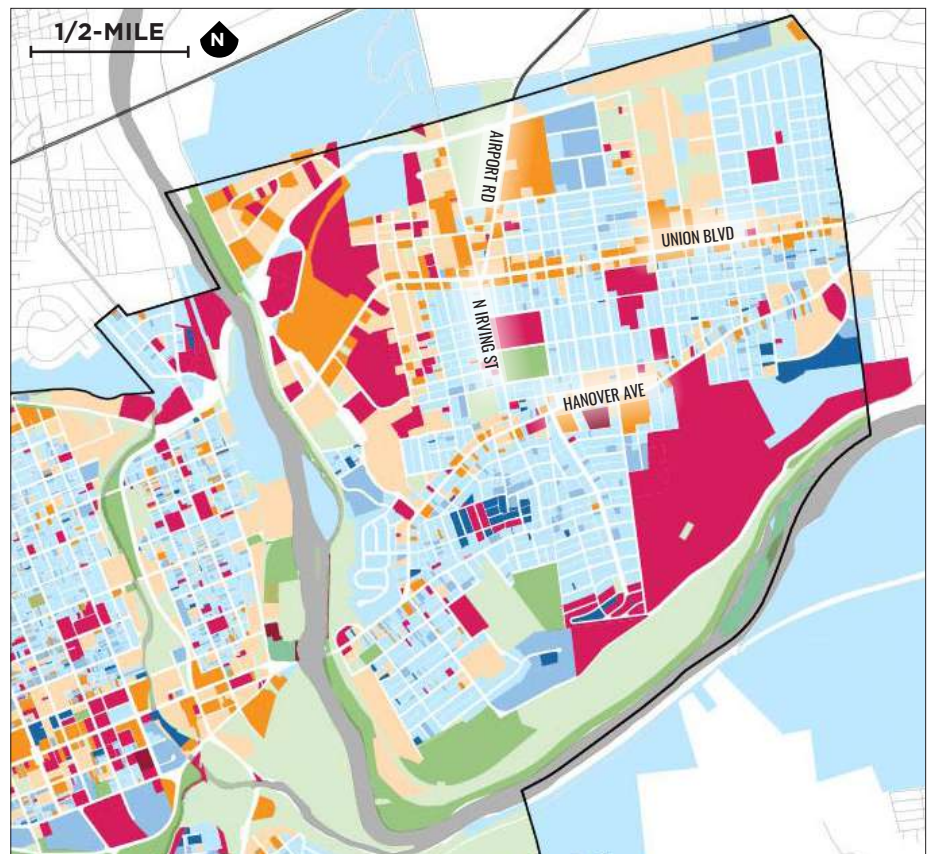
Industry and Manufacturing

RESIDENTIAL

7+ Units

2-6 Units

Single Family



Source: City of Allentown

EXISTING TRANSIT NETWORK

The street network is a continuous grid, punctuated by regional commercial corridors where public transit lines are located.

LEGEND

RIDERSHIP BY STOP

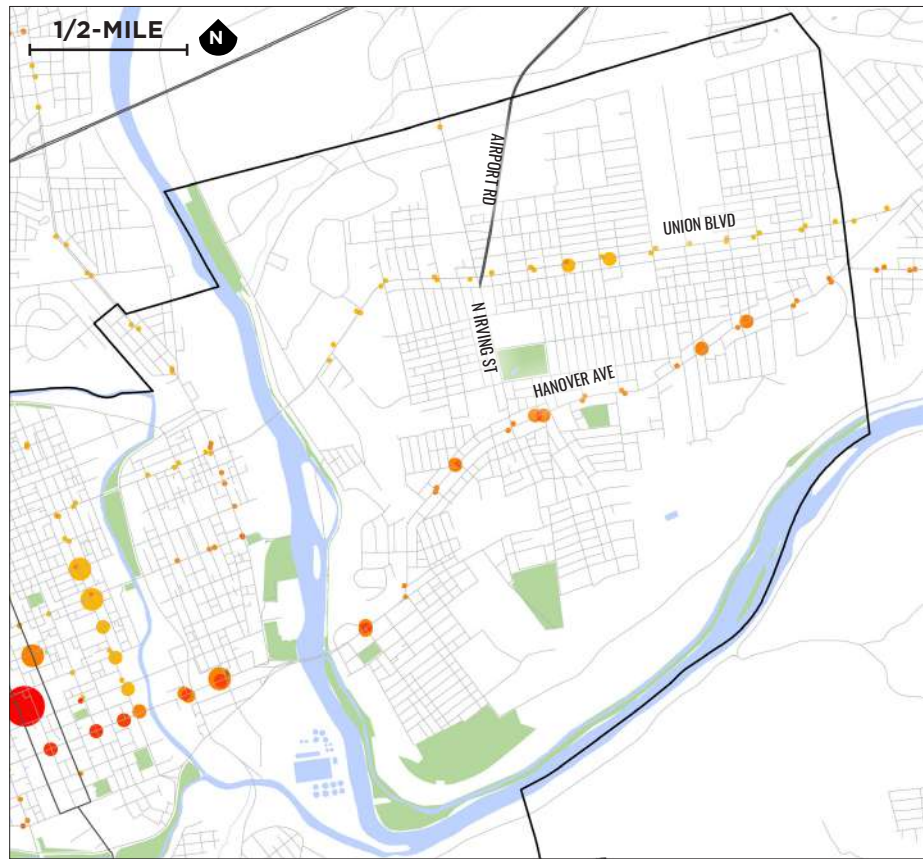
- < 4,500 Riders
- 4,501 - 15,000 Riders
- 15,001 - 125,000
- 125,001 - 1,000,000
- > 1,000,000

OF ROUTES BY STOP



BASE LAYERS

- City of Allentown Boundary
- Lehigh County Roads
- Lehigh County Water
- City of Allentown Parks



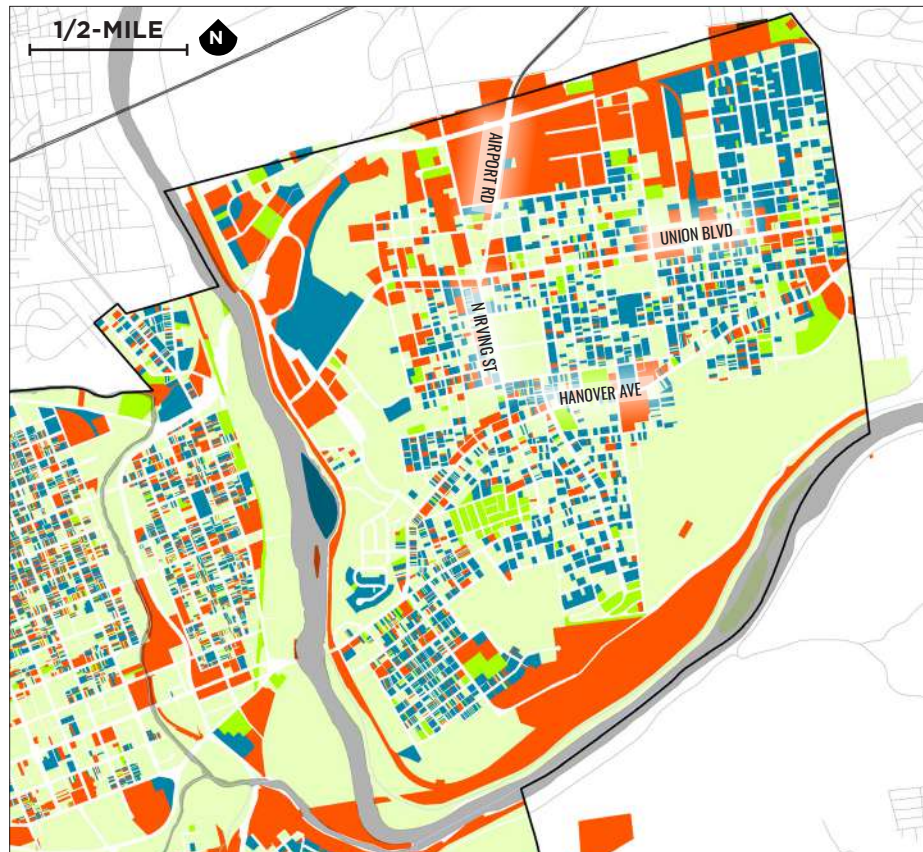
Source: 2018 LANTA Ridership

EXISTING OWNERSHIP

Property ownership is similar to other areas of Allentown, with homeowners and renters interspersed in the neighborhood. A few areas of strong home ownership exist.

LEGEND

- Owner-Occupied
- Allentown-Based Owner
- Lehigh Valley-Based Owner
- Other



Source: City of Allentown

Chapter 2

SOUTH ALLENTOWN

South Allentown is a quilt of urban neighborhoods separated by industrial, commercial, and even ecological corridors. In the future, these corridors can connect the neighborhoods with centers of activity, trails, parks, and other destinations. The communities will gain a stronger sense of identity and be more integrated into the emerging vision for Allentown.

VISION FOR THE FUTURE

SOUTH ALLENTOWN IS A PLACE TO CALL HOME

**REDEVELOPMENT OPPORTUNITIES
CREATE A NEW NEIGHBORHOOD
CENTER**











**SOUTH ALLENTOWN IS DESIRABLE
BECAUSE IT IS WELL CONNECTED
WITH TRAILS AND STREETS.**

KEY PROJECTS:






- S1** Multi-Use Eco-Innovation Zone
- S2** South Fourth Street
Redevelopment
- S3** Housing Choices

LEGEND

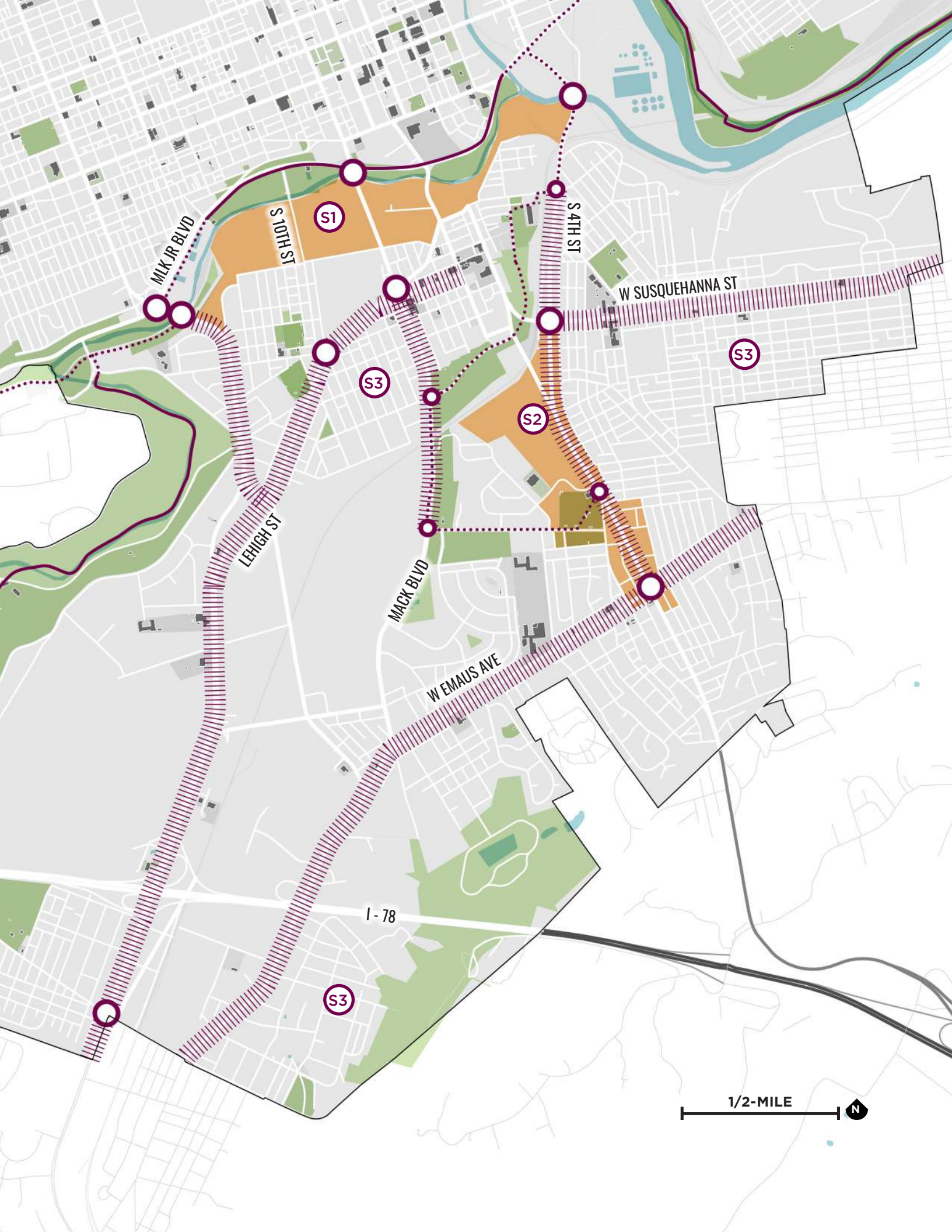
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-  EBS Stop- Proposed
-  Major Intersection
-  Minor Intersection
-  EBS Route- Proposed
-  Existing Trail
-  Proposed Trail
-  Streetscape Improvement

BASE LAYERS

-  Community Facilities
-  Rivers & Streams
-  City Parks
-  City Blocks
-  Allentown Boundary





SOUTH ALLENTOWN **TODAY**

South Allentown is a community where residents connect to resources and put down roots.

It is known as a community with diverse housing and plentiful opportunities for first-time homeownership. Residents have easy access to downtown jobs and regional employment centers.



LEGEND

EXISTING ASSETS

City Parks	Institutional	Community
Recreation	Religious	Community Facilities
NIZ Boundary	Museums	Commercial Buildings
Medical	Educational	Housing Clusters

ANCHORED BY HISTORY

The Fairview neighborhood and adjacent communities are some of the oldest areas, formed around the river industry and anchored near legacy cemeteries like Fairview. They are connected by historic roads to Bethlehem and by a few crossings of the creeks and rivers to Allentown.

Fairview Cemetery, South Allentown

Source: Wikimedia Commons



ENCLAVES OF AFFORDABILITY

Alton Park, Wilbur, and South Poplar areas were developed later to provide modest and affordable middle class housing. The homes in these neighborhoods remain affordable and attractive and are well positioned as an on-ramp to home ownership.

South Allentown Row Homes

Source: Jordan Platton Photography for City of Allentown



CHALLENGES REMAIN

While the communities are close to the regional centers of Allentown and Bethlehem, gaps in mobility, like a lack of sidewalks, safe bike access, or connected bus routes, mean that people need to rely heavily on their cars.

South 4th Street

Source: Jordan Platton Photography for City of Allentown



SOUTH ALLENTOWN TOMORROW

A multi-use Eco-innovation zone is a place to learn new skills, go to work, or to experience cultural events. People are drawn to the area from the surrounding trails, neighborhoods, and downtown.

It provides workforce development opportunities and living wage jobs in sectors such as industry and manufacturing, and provides spaces for businesses to scale and grow.



LEGEND

PORTAL CONNECTIONS

Strategic Planning Areas

Zoned for Commercial

Existing Trails

Proposed Trails

Major/Minor Nodes

Primary Connector

Secondary Connector

Minor Connector



Trails Connect Places that are Defined by Allentown's Industrial Heritage.

Source: Fowler Map, 1901

LEARNING FROM OTHERS...

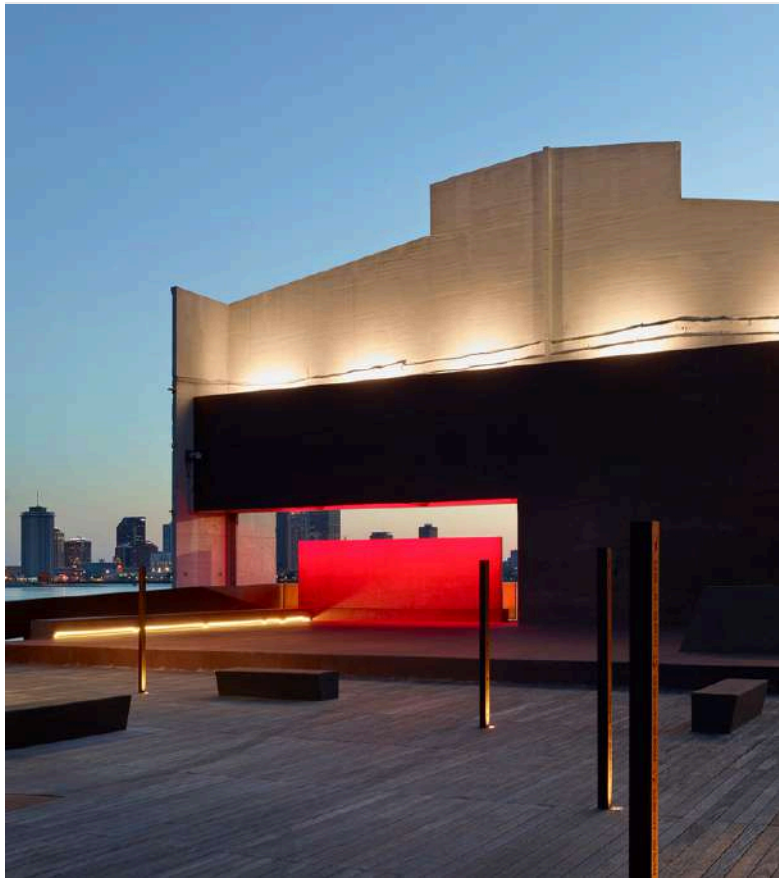
With its proximity to Center City, historic structures, and creekside trails, the industrial area near the Little Lehigh Creek has potential to become a multi-use Eco-innovation zone. Manufacturing and small startups could thrive in the space with a creative culture. Certain structures could be reinvented for public events accessed by the trail, and nearby fallow parcels could become housing that complements downtown development.

CRESCENT PARK

Crescent Park is a linear riverfront park with a series of event spaces along a long trail. Old industrial buildings were repurposed for performance spaces and the trail engages historic artifacts and industrial sites.

*New Orleans, LA-
Crescent Park*

Source: Timothy Hursley for
Architonic



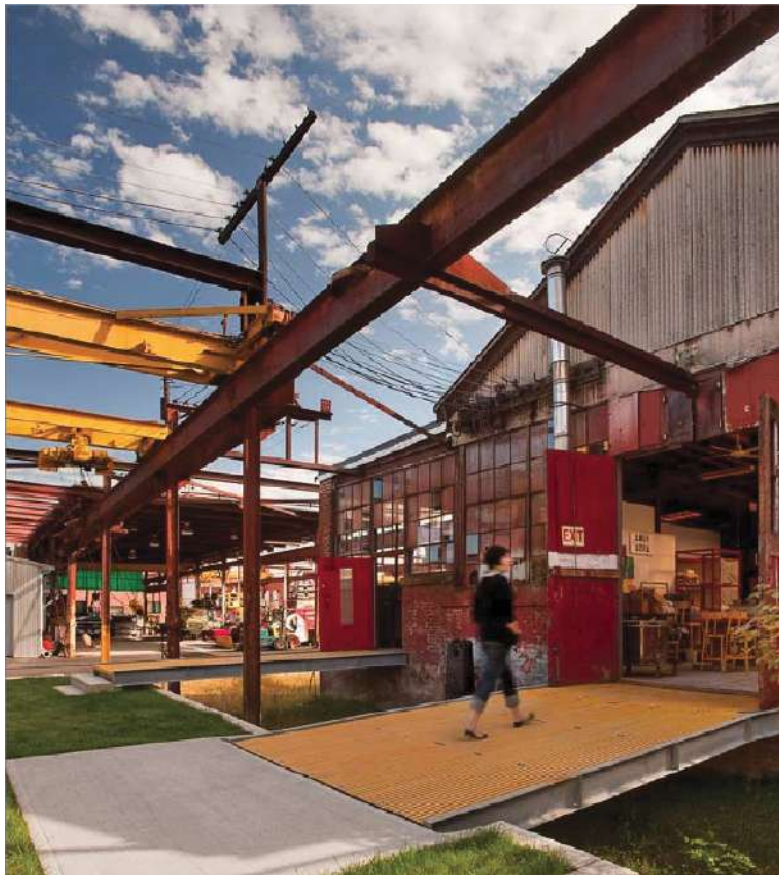
THE STEEL YARD

Providence, RI

The Steel Yard is a repurposed industrial site along a river. When Providence Iron and Steel Company closed in 2001, the 3.5 acre site became an arts and maker space with artists making products for downtown Providence. The industrial arts center has shared studios and custom manufacturing. It also has a school, a workforce training program, and has served the community as an outdoor venue.

*Providence, RI- The
Steel Yard*

Source: Klopfer Martin
Design Group



There will be more places to work, live, and shop as the former building and parking lots on the South 4th Street Corridor are redeveloped.

S2



Makes South Fourth Street less of a pass through corridor and more of a destination!

Connects to the neighborhood and parks

SOUTH FOURTH STREET MASTERPLAN

- Park/Open Space
- Mixed Use Development
- Commercial/Flex Industrial
- Medium Density Residential
- Intersection improvement

MIXED USE DEVELOPMENT

Referenced in Economic Development

As retail patterns have changed, low-density developments like those along South Fourth Street, have struggled to find tenants for their big box stores.

The 13-acre site could be re-imagined as a mixed use development with housing, retail, and commercial, serving adjacent neighborhoods and becoming a destination. New development might include a mix of retail, industrial flex space, and medical office, with housing on upper levels or in dedicated buildings.

ABOVE Boulder, CO- *The Gunbarrel Center*

Source: Goug Dun for BAR Architects

RIGHT Roslindale, MA- *The Parkside on Adams*

Source: Gustav Hoiland for Prellwitz Chilinski Associates, Inc.



ROAD IMPROVEMENTS

Referenced in Accessibility & Connectivity

Road enhancements such as smart signalization, pedestrian crossings, and improved connections within the adjacent neighborhoods will calm traffic and make future development safer. A city-wide complete streets policy should look at this area with care, as it is functioning like a highway but might better serve this area if designed like a more urban thoroughfare.

Multi-modal connections should be made at West Emaus Avenue and West Susquehanna Street, potentially serving as a mobility hub. Although it is not on a high frequency EBS corridor, transit times are comparable to drive times, making the location easily accessible from downtown. Transit east to Bethlehem is currently limited, as most routes go through Center City Allentown.

ABOVE New York City- *Bike Lane*

Source: Wikipedia, "Bikeway Safety"

RIGHT New York City- *Complete Street*

Source: New York City Department of Transportation for City Lab, "A Brief History of How 'Complete Streets' Became Hip"

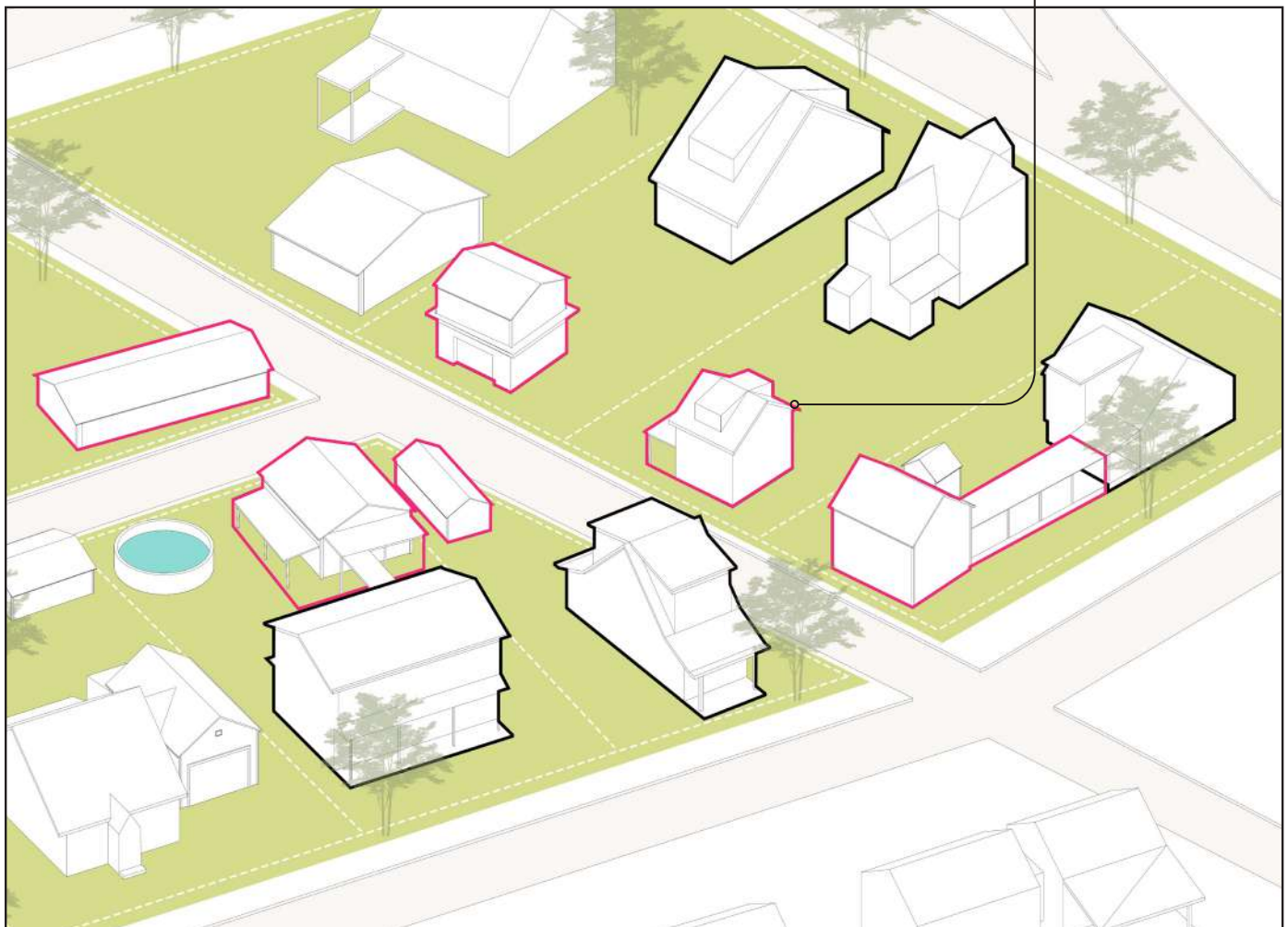


SOUTH ALLENTOWN **TOMORROW**

The community fabric will be strengthened with more flexible housing choices. The neighborhoods are safe and people are able to work closer to home.

WHAT WE HEARD...

People in Allentown often live with extended family members and even friends in “nontraditional” households and want housing that suits their arrangements.



LEGEND

HOUSING DIVERSITY

Accessory Dwelling Unit (ADU)

Primary Residence

Parcel

HOUSING PROJECTS & PROGRAMS

FLEXIBLE HOUSING & GRANNY FLATS

Referenced in Housing

Consider flexible housing in neighborhoods east of the South Fourth Street redevelopment area that could provide homeowners more flexible living arrangements for extended family or to have additional income through a rental 'granny flat' or accessory dwelling unit (ADU). ADUs are easiest to implement in areas with alleyways as they offer a second entrance.

Berkeley, CA-
Accessory Dwelling
Units

Source: McDunn ADUs



PRESERVATION OF AFFORDABILITY

Referenced in Housing

An assessment of affordability and housing needs should take place, looking at percentage of population that is cost-burdened by housing costs, homeownership levels, and other impediments to safe and stable housing. If market pressures intensify, displacement may occur without assistance such as renter protections and pathways to affordable homeownership.

Seattle, WA-
Wedgewood ADU

Source: Pam MacRae for
Sightline Institute



MOBILITY PROJECTS & PROGRAMS

VISIBLE GATEWAYS

Referenced Accessibility & Connectivity

The Little Lehigh Creek is a defining feature between South Allentown and Center Allentown. Basin, South Eighth, Lehigh, and Ward Streets each have unique opportunities to create a sense of passage for drivers and pedestrians by addressing key development sites in the area.

Gateway at
Tilghman Street
Bridge

Source: The Morning Call,
"Construction will Soon
Begin on First Allentown
Waterfront Buildings"



WAYFINDING

Referenced in Accessibility & Connectivity

Allentown's neighborhoods, as well as Allentown as a whole, would benefit from an easily recognizable brand that can be adapted to areas and assets within the city. This is especially critical to find sometimes hidden assets, like the trails in South Allentown, as well as to establish a welcoming culture from neighborhood to neighborhood.

Denver, CO-
Lakewood Gulch
Directional Signage

Source: West Colfax
Business Improvement
District





*South Allentown
Housing*

Source: Consultant Team

EXISTING ASSETS & VULNERABILITIES

STRONG INDUSTRIAL LEGACY

South Allentown has some of the city's oldest industrial sites that are easily accessed from Center City and by future trails. The sites could be an attraction for jobs in industry and manufacturing.

A PLACE TO CALL HOME

South Allentown has pockets of stable, walkable housing oriented around local services and amenities along corridors like W Susquehanna Street, W Emaus Ave, and Lehigh Street and interspersed with commercial and industrial development.

GREEN CORRIDORS

The City Parks that follow Little Lehigh Creek serve as a neighborhood amenity, a natural flooding zone for the river, and as a bridge to adjacent neighborhood destinations.

MOBILITY CORRIDORS

Neighborhood amenities are located along major commercial corridors attracting residents from neighboring municipalities, particularly for everyday needs such as grocery and medical services. However, the corridors are not all well connected to neighboring communities, services, and job centers.

REDEVELOPMENT OPPORTUNITIES

This area of the City has one of the largest clusters of industrial and manufacturing space. These areas are present along the existing rail lines and to the South of Little Lehigh Creek. It serves as an important employment hub and a high tax contributor per square foot.

WELL CONNECTED TRANSIT AMENITIES

South Allentown is bisected by the high volume traffic at South Fourth Street. The local transit lines connect this area to Bethlehem's Southside Historic District which is also where Lehigh University is located. This area serves as a quick connector to employment out of the City, and amenities within the downtown.

"WANT TO CONNECT TO THE PARKWAY"

RECREATION + GREENSPACE

People liked the trails and the parkway and wanted more lights.

"CLEAN UP AND FIX THE PARKS AND SWINGS"

YOUTH

People want higher quality playgrounds and equipment to be fixed.

"I LOVE THE BREWERY"

RETAIL + BUSINESS

People mentioned newer businesses or ones that were community gathering spaces.

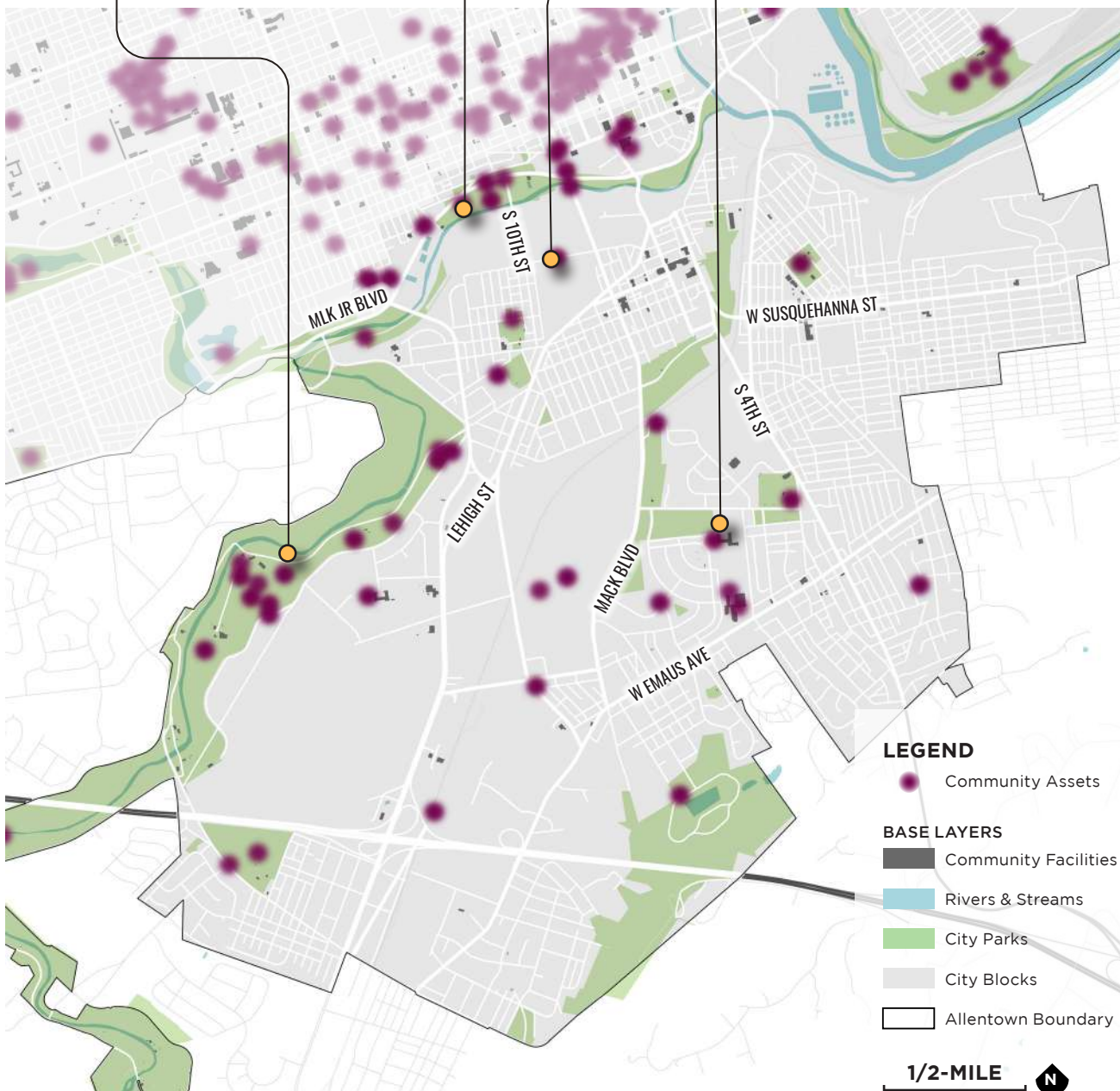
"I COME HERE OFTEN"

EDUCATION

People liked their schools and the role they played as community centers.

WHAT WE HEARD...

COMMUNITY
MAPPING
ACTIVITY



EXISTING ZONING

South Allentown is bounded by green corridors with smaller zoning districts of different residential densities alongside large areas of commercial and industrial uses. There are few institutions in the community.

LEGEND

Public Parks

INSTITUTIONAL

Public Facilities + Services

COMMERCIAL

Retail and Commercial

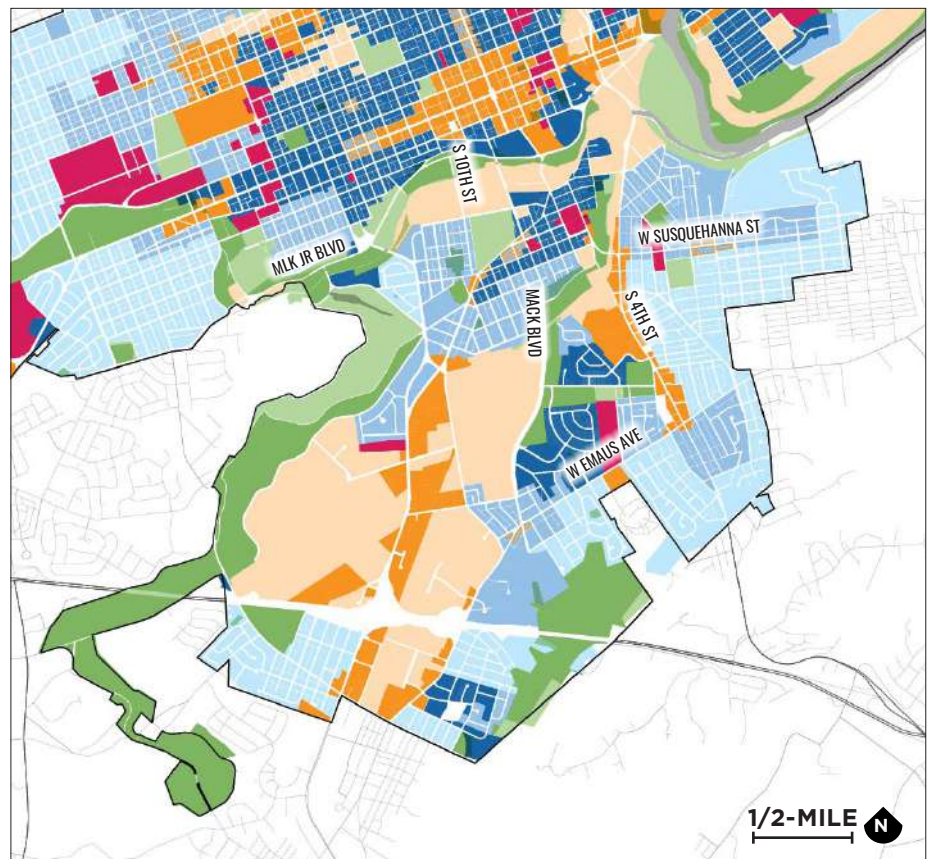
Industry and Manufacturing

RESIDENTIAL

7+ Units

2-6 Units

Single Family



Source: City of Allentown

EXISTING LAND USE

While zoned for moderate residential density, the actual density in many areas seems to be far lower than what is allowed. There are some large planned unit developments in South Allentown.

LEGEND

Public Parks

Open Land

INSTITUTIONAL

Public Facilities + Services

COMMERCIAL

Retail and Commercial

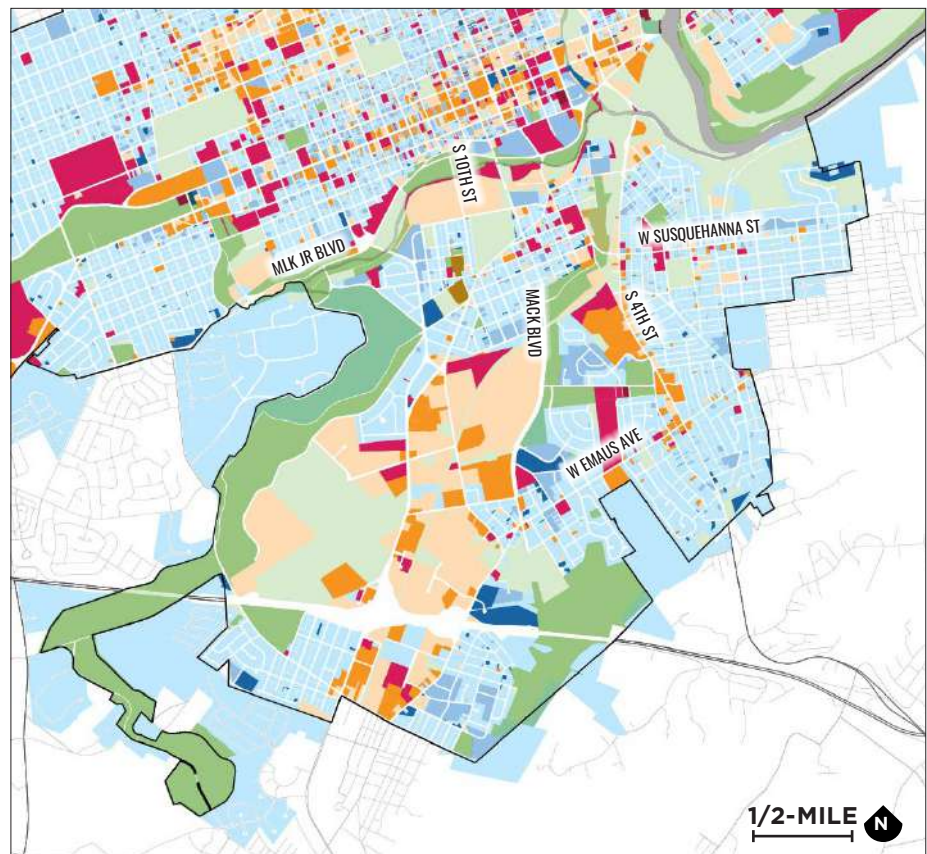
Industry and Manufacturing

RESIDENTIAL

7+ Units

2-6 Units

Single Family



Source: City of Allentown

EXISTING TRANSIT NETWORK

South Allentown's transit service is corridor based, with small areas of continuous grid network. Major corridors run north-south.

LEGEND

RIDERSHIP BY STOP

- < 4,500 Riders
- 4,501 - 15,000 Riders
- 15,001 - 125,000
- 125,001 - 1,000,000
- > 1,000,000

OF ROUTES BY STOP



BASE LAYERS

- City of Allentown Boundary
- Lehigh County Roads
- Lehigh County Water
- City of Allentown Parks



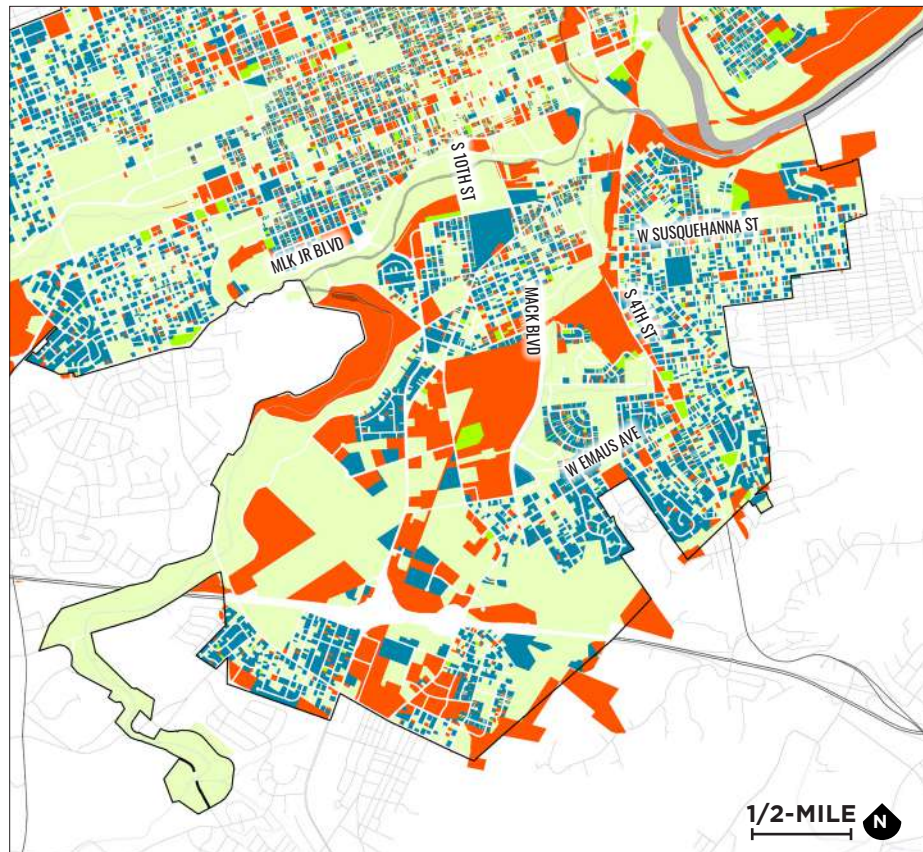
Source: 2018 LANTA Ridership

EXISTING OWNERSHIP

Many of the smaller residential enclaves are predominantly owner occupied, with some out of town ownership in the areas with the older houses.

LEGEND

- Owner-Occupied
- Allentown-Based Owner
- Lehigh Valley-Based Owner
- Other



Source: City of Allentown

Chapter 3

WEST ALLENTOWN

West Allentown has many great cultural gems like the Theatre District and regional attractions like the Allentown Fairgrounds. It also benefits from educational and medical campuses, parks, and greenways that give it character. The neighborhoods feature a range of houses, from historic rowhouses to duplexes to single family homes on large lots that are connected with a grid of pedestrian friendly streets.

Future investments can better connect these amenities and create more opportunities for people to access and enjoy West Allentown.

VISION FOR THE FUTURE

THE AREA IS KNOWN FOR INNOVATIVE ARTS, EDUCATION, AND MEDICINE.

THE WEST END IS CONNECTED WITH NEW INFRASTRUCTURE.

THERE ARE PLACES FOR CREATIVE CULTURE TO THRIVE.

KEY PROJECTS:

- W1** Revitalized Commercial Flex District
- W2** Theatre and Fairgrounds District
- W3** Education Connections

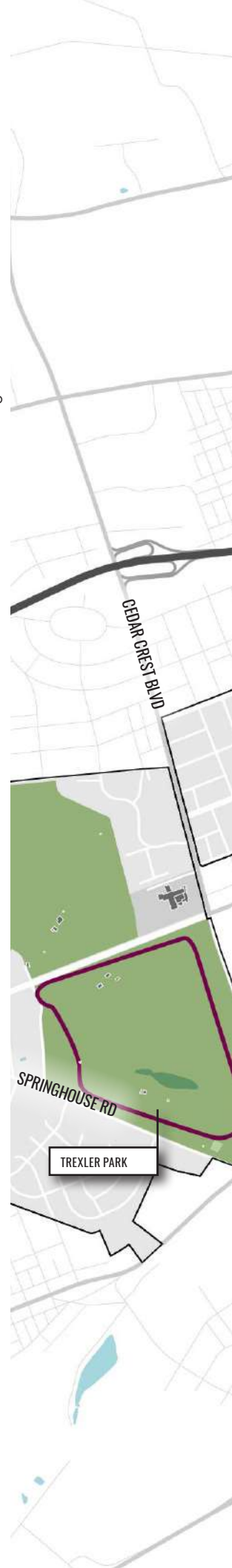
LEGEND

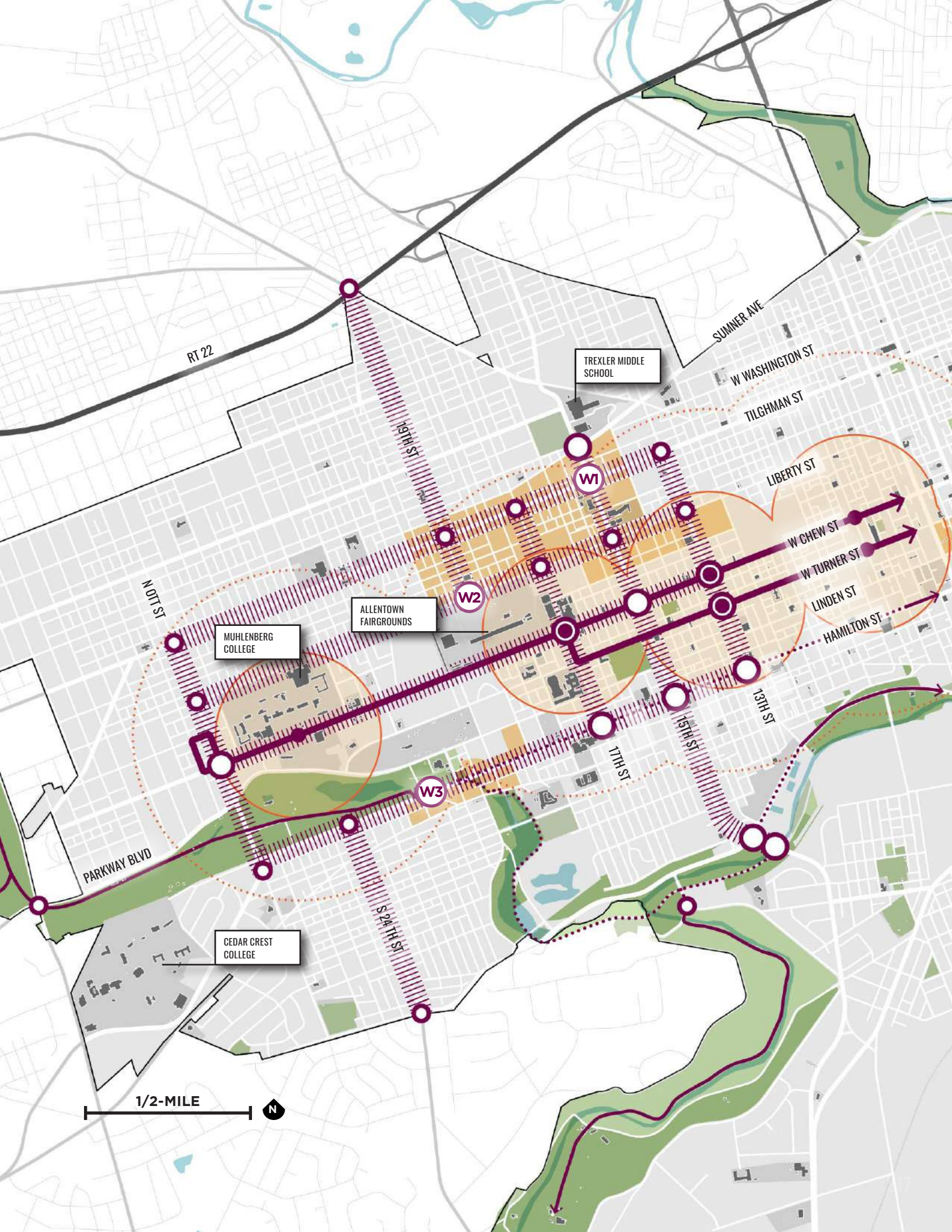
PROJECT PROPOSALS

- 5- Minute Walk from EBS Stop
- 10- Minute Walk from EBS Stop
- Strategic Planning Areas
- EBS Stop- Proposed
- Major Intersection
- Minor Intersection
- EBS Route- Proposed
- Existing Trail
- Proposed Trail
- Streetscape Improvement

BASE LAYERS

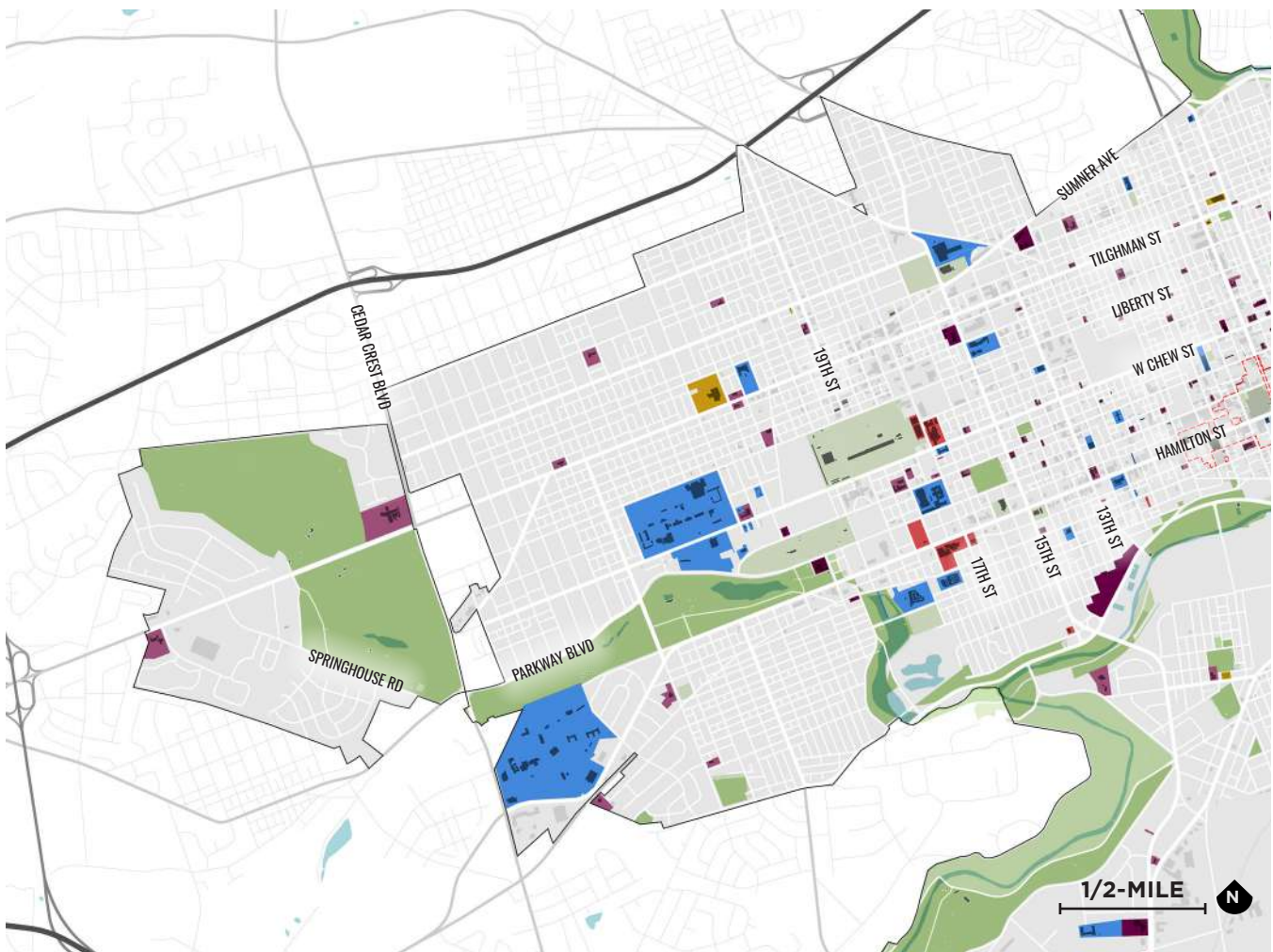
- Community Facilities
- Rivers & Streams
- City Parks
- City Blocks
- Allentown Boundary
















WEST ALLENTOWN TODAY

People enjoy West Allentown for its neighborhood character, welcoming nature, and its accessibility to community institutions and local businesses and services.



LEGEND

EXISTING ASSETS

 City Parks	 Institutional	 Community
 Recreation	 Religious	 Community Facilities
 NIZ Boundary	 Museums	 Commercial Buildings
 Medical	 Educational	

A PLACE TO LEARN

West Allentown is a great place for lifelong learning with two higher ed institutions, Muhlenberg College and Cedar Crest College as well as neighborhood schools and community institutions that offer educational services.

*Allentown Vision 2030
Build Session at Cedar
Crest College*

Source: City of Allentown



CULTURAL ASSETS

The West End Theatre District is a growing regional attraction with stores, restaurants, and theaters. The Allentown Fairgrounds are used heavily for large events, a weekly indoor farmer's market, and other smaller indoor events. Visitors from across the region enjoy the area's well maintained parks and trails including the Rose Garden and Trexler Park.

Hava Java Coffee Shop

Source: West End Living

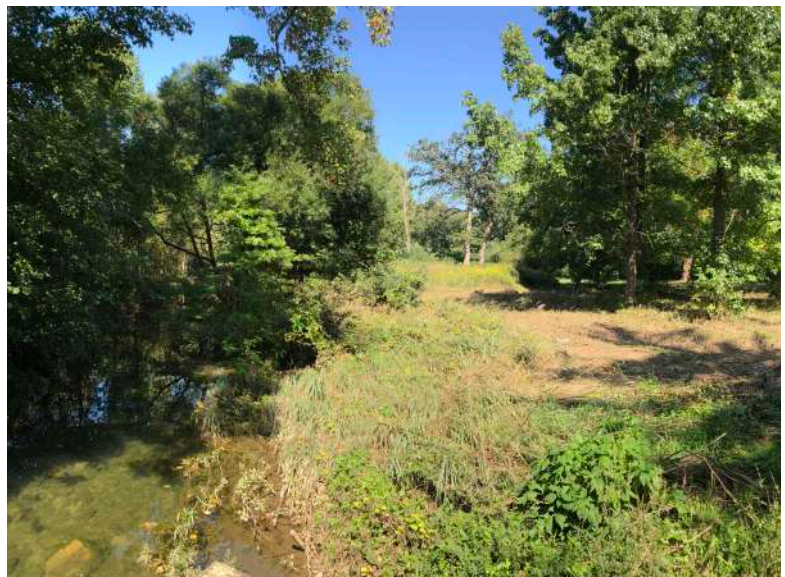


CHALLENGES REMAIN

West Allentown would benefit from regional and local conversations. The area attracts many people-- physical and programmatic connections would make West Allentown more accessible to all. Other issues like flooding need regional collaboration to mitigate impacts on Allentown and surrounding communities.

*Trexler Park at Hamilton
Street and Cedar Creek*

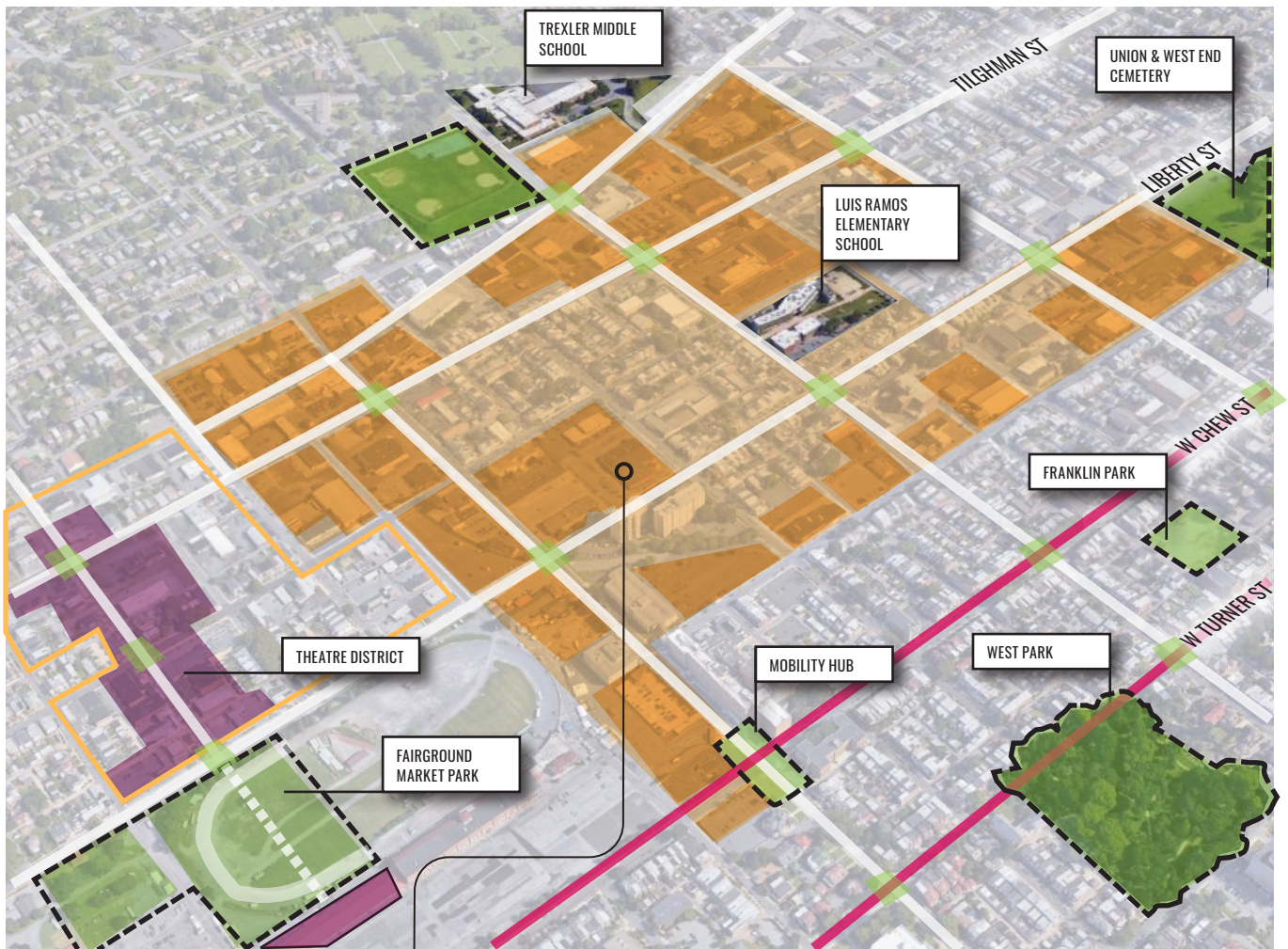
Source: Consultant Team



WEST ALLENTOWN TOMORROW

The corner of 17th St. and Chew St. will anchor a commercial-flex district with a mobility hub that encourages walking, cycling, and public transit use.

New infill development and improvements to intersections and sidewalks will make the commercial district safer and more pleasant to walk.



WHAT WE HEARD...

People in Allentown sometimes say “Allentown is built out.” meaning there is no room for development. In fact, there is a great opportunity for infill development. The darker orange blocks above have large parking lots or have buildings with less square footage than the lot size ($FAR < 1$). This area would be ideal for a commercial-flex district and could attract infill development.

LEGEND

- Commercial
- Low Density Commercial
- Theatre District
- Park or Open Space

RESIDENTIAL

Example: 13th and W Chew Streets

Residential corridors may have small commercial spaces that are primarily accessed on foot and serve the neighborhood. Improvements to the intersection should include pedestrian crosswalks, separated bike lanes, and transit stop improvements.



MULTIMODAL RESIDENTIAL

Example: 13th and W Allen Streets

Commercial areas that are primarily accessed by automobile should encourage adequate sidewalk width, strategically place curb cuts for pedestrian safety/visibility, and screen parking lots. Developments should be on or near the property line to bring activity to the street and encourage slower driving speeds.



MULTIMODAL COMMERCIAL CORRIDOR

Example: 13th and Tilghman Streets

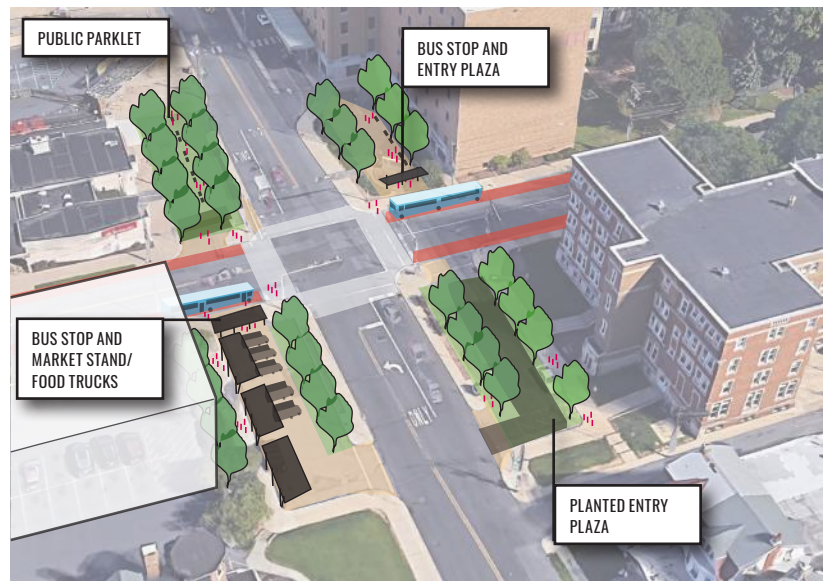
Multimodal commercial corridors are dense enough to walk between destinations but not optimized for pedestrians. Area may need stop lights, crosswalks, and/or traffic calming. Minimize curb cut areas and limit vehicular entry onto corner properties.



MOBILITY HUB

Example: Chew and 17th Streets

The site at Chew and 17th Streets could become a mobility hub with prioritized signals for bus service and unused pull-off areas could be repurposed for public plazas. These improvements would benefit students at nearby Allen High School and major employers in the area as well as attract other infill development.



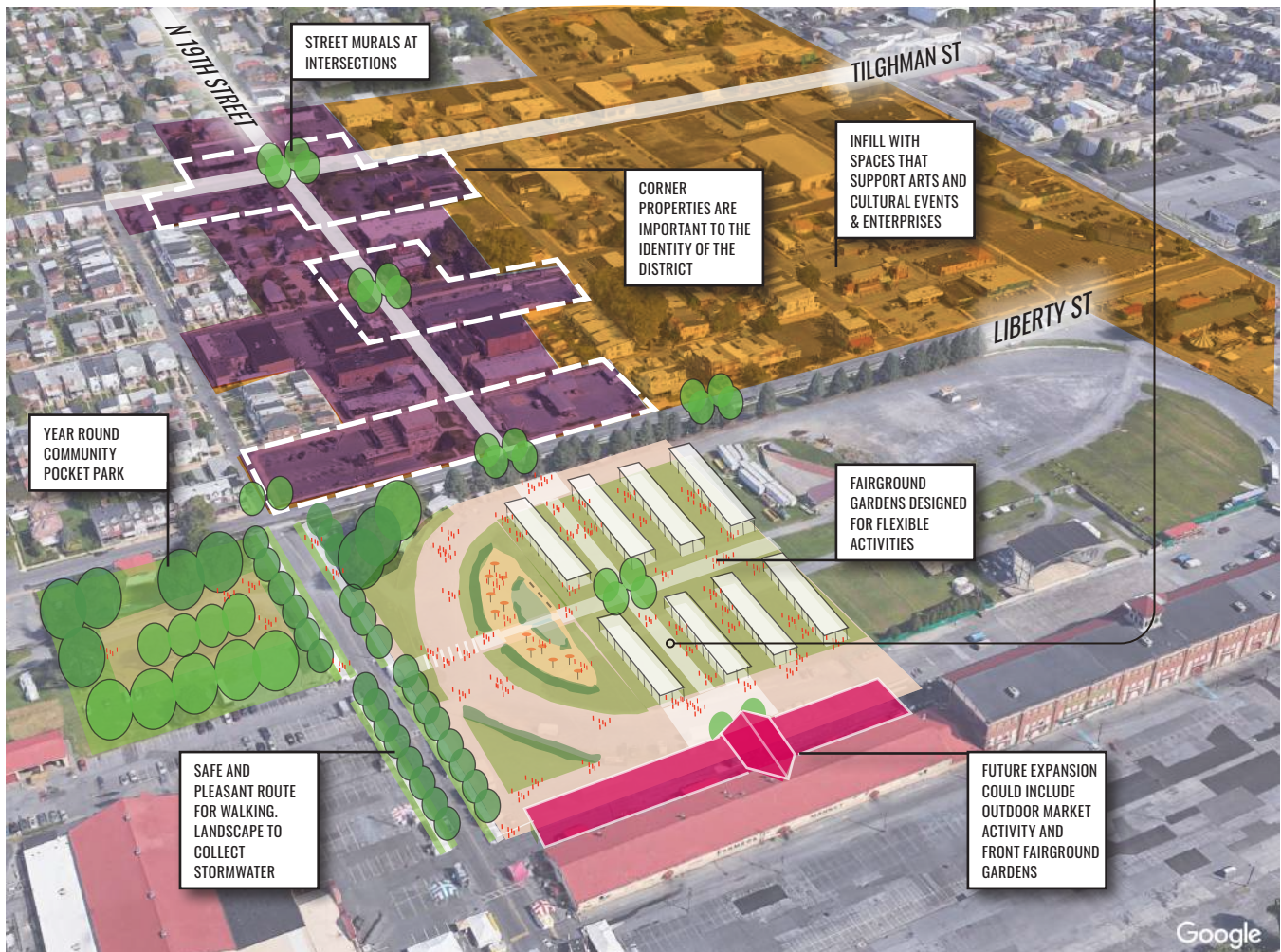
WEST ALLENTOWN TOMORROW

West Allentown will add to the city's vibrancy as entrepreneurs develop affordable and accessible creative spaces near the West End Theatre District.

The Theater District can be part of a corridor leading to the Fairgrounds and connect the community to events large and small.

WHAT WE HEARD...

People love to come to the Theatre District and love to come to the Fairgrounds--but rarely for a common event. People wish that the two were better connected and that the Fairgrounds had more neighborhood scale amenities like a park. By connecting the two, the Fairgrounds and community could offer more small and mid size attractions as well as the big fairs and events.



LEGEND

- Commercial
- Theatre District
- Park or Open Space
- Exhibition Building Expansion

DID YOU KNOW...

The West End has some of the largest open areas of paving, contributing to regional stormwater runoff and flooding.

LEARNING FROM OTHERS...

ARTS & CULTURAL DISTRICT

Charles Town, WV is home to many artists but lacked a central place to gather that would compete with other regional “first-day attractions.” Their plan linked a theatre, farmers market, and underutilized commercial properties to create a dynamic main street setting. A smaller scaled side street hosts temporary events and a murals brand the area. A historic building received federal grants to be repurposed as a market, community meeting space, and transportation hub.

Charlestown, WV

Source: Consultant Team



FINDLAY MARKET

Findlay Market is integrated into the renewed fabric of Cincinnati's Over-the-Rhine district. People can walk through the district parking lot through an open, single aisle structure that allows small trucks to back in and sell their wares seasonally. An adjacent indoor market sells meat and prepared foods year round and expands in good weather with garage doors and mobile kiosks. Weekend activity spreads throughout the district as people visit the flea market in a nearby park and stores throughout the neighborhood.

Cincinnati, OH

Source: Hailey Bollinger for City Beat, "Cincinnati Gets Yet Another Shout-Out from 'Forbes' Magazine"



LAWN ON D

Lawn on D is a large open space with minimal permanent infrastructure that supports park-like activities and large events such as movies, food trucks, dance contests, and seasonal festivities such as ice mazes and multistory displays of carved pumpkins. The space is improved with basic infrastructure and is curated by an organization dedicated to the events.

Boston, MA

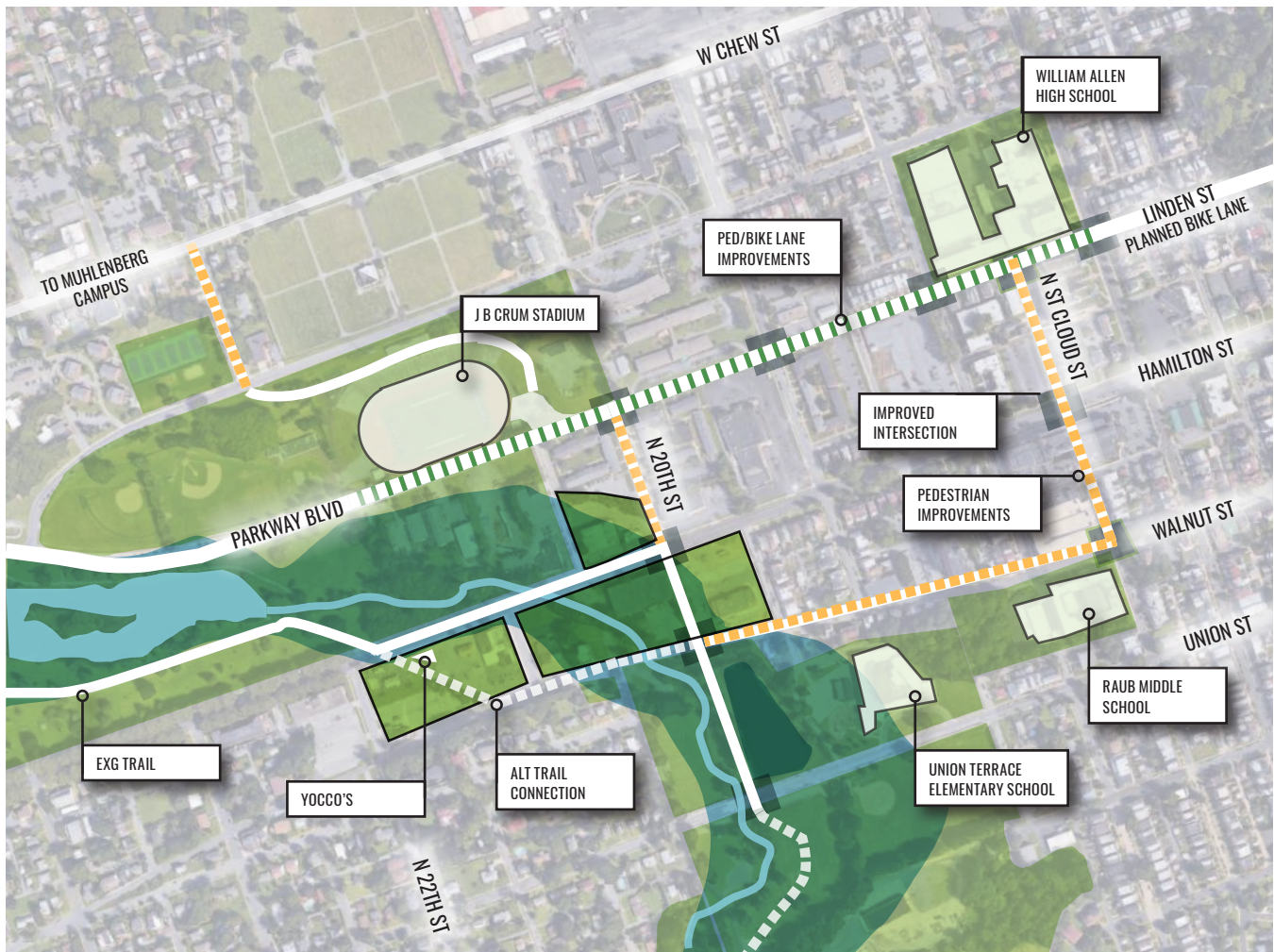
Source: theonlybianca on Imgur.com



WEST ALLENTOWN **TOMORROW**






The area will be known for programs that support innovation in education, medicine, and the arts.

New businesses and residences are woven into the neighborhood fabric with safe, walkable, and bikeable connections and a greenspace network.



LEGEND

BASE MAP

- | | |
|--|--|
|  Existing Open Space |  Ped/Bike Lane Improvements |
|  Potential Open Space |  Ped Improvements |
|  Flood Plain | |



*Trexler Park at
Hamilton Street and
Cedar Creek*

Source: Consultant Team

EDUCATION CONNECTIONS: MIND THE GAP

Schools and colleges are in close proximity to each other and to the park system, creating the potential for connected campuses that can have easy access to commuter trails, outdoor amenities, and natural learning environments. The schools are close to each other, but gaps in the infrastructure limit the sites from functioning as a system.

Two college campuses in the West End overlook the Cedar Creek basin, Muhlenberg College and Cedar Creek College. There is also a cluster of public schools and sports facilities, like William Allen High School, J. Birney Crum Stadium, Raub Middle School, and the Union Terrace Elementary School. All are close to or directly adjacent to the park system but not safely connected to each other. In addition, Allentown's major street, Hamilton Street, crosses the hidden Cedar Creek park system without acknowledging the park.

Connecting Hamilton and Cedar Creek Park with a gateway to the city would be an important link in the regional trail system. With vacant land, low density development, and the floodplain, there is the possibility that land for the connection might be available in the future.

To support safe routes to school and an enhanced pedestrian and cyclist experience, key corridors along 20th Street should be improved with sidewalks and street trees, as well as bus shelters. Traffic calming and intersection improvements are essential to increasing safety. The roads tend to be wide in this area, with few businesses or residents that require on-street parking. A dedicated bike lane has been planned on Linden, but could also be accommodated on Hamilton. Intersections can be improved with temporary paint and later a permanent reconfiguration for pedestrian visibility and accessibility, to capture stormwater, and to provide a sense of closure to slow traffic.



*Performance at J.
Birney Crum Stadium*

Source: City of Allentown

EXISTING ASSETS & VULNERABILITIES

WELL CONNECTED CORRIDORS

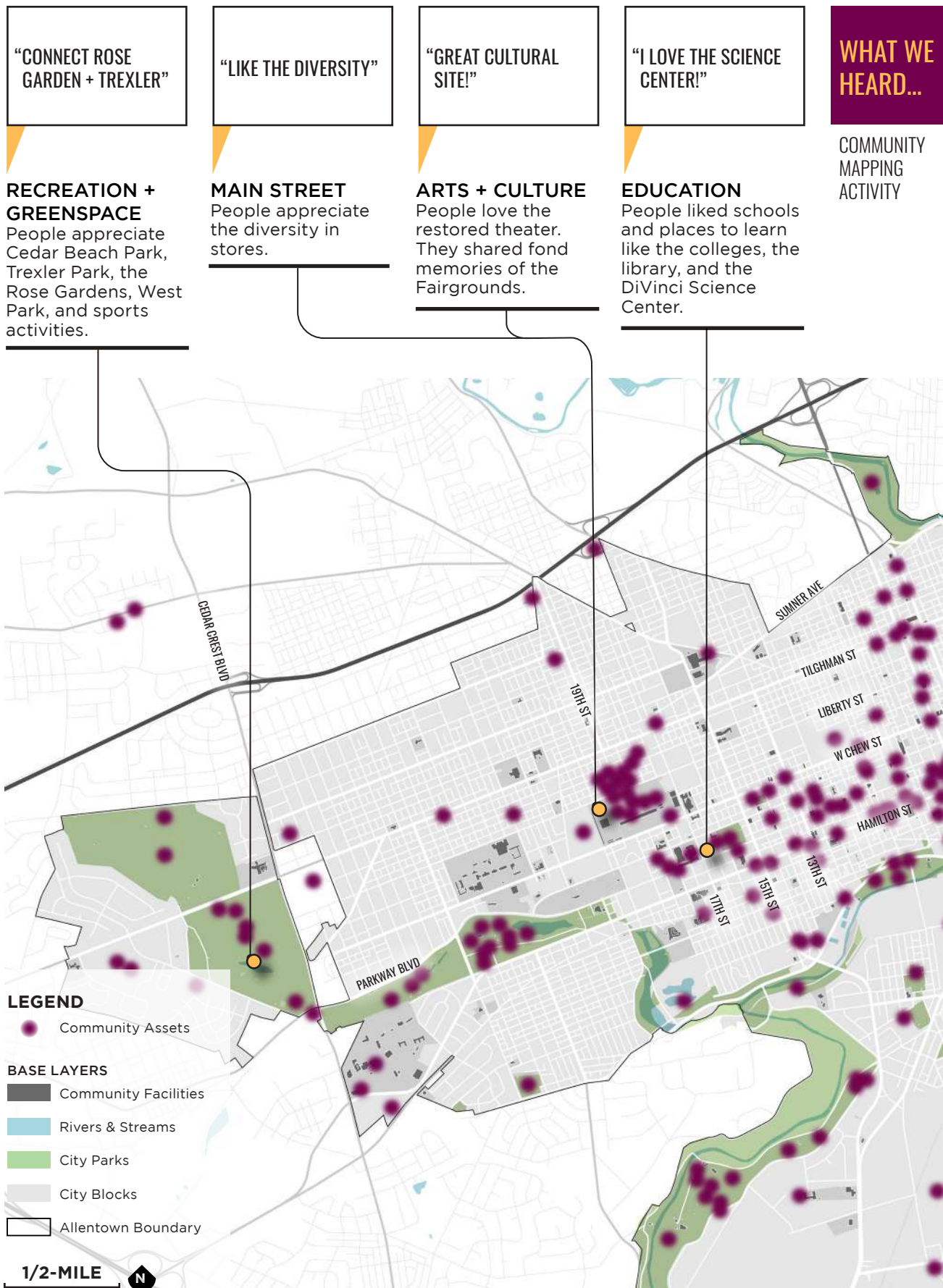
Surrounded by a compact walkable grid that seamlessly transitions into the adjacent neighborhoods. The streets are supported by strong East-West bound public transit. West Allentown is located between some of the city's largest parks and greenspaces but opportunities exist to enhance connectivity, particularly between the area's schools and institutions.

THERE ARE PLACES FOR CREATIVE CULTURE TO THRIVE.

West Allentown has a sufficient residential base to support a majority of the staple services, cultural destinations and small businesses in the area. The West End Theatre District is adjacent to the Allentown Fairgrounds anchored by 19th Street. The area has industrial space and potential for additional growth, possibly in manufacturing or creative industries, in the Sumner Ave and West Gordon Street area. West of the Fairgrounds is Muhlenberg College and Cedar Crest College. The 17th Street area has multiple medical campuses and associated medical services.

A STRONG HOUSING MARKET

This area has the greatest diversity of housing types. It serves as an intermediary between the inner-ring suburb and a dense urban fabric. Housing stock is intact and has some of the highest concentrations of college students living around Muhlenberg College, and a higher median age towards the west.



EXISTING ZONING

The majority of West Allentown is zoned low density residential, with a large area of commercial near the Fairgrounds and Theatre District.

LEGEND

Public Parks

INSTITUTIONAL

Public Facilities + Services

COMMERCIAL

Retail and Commercial

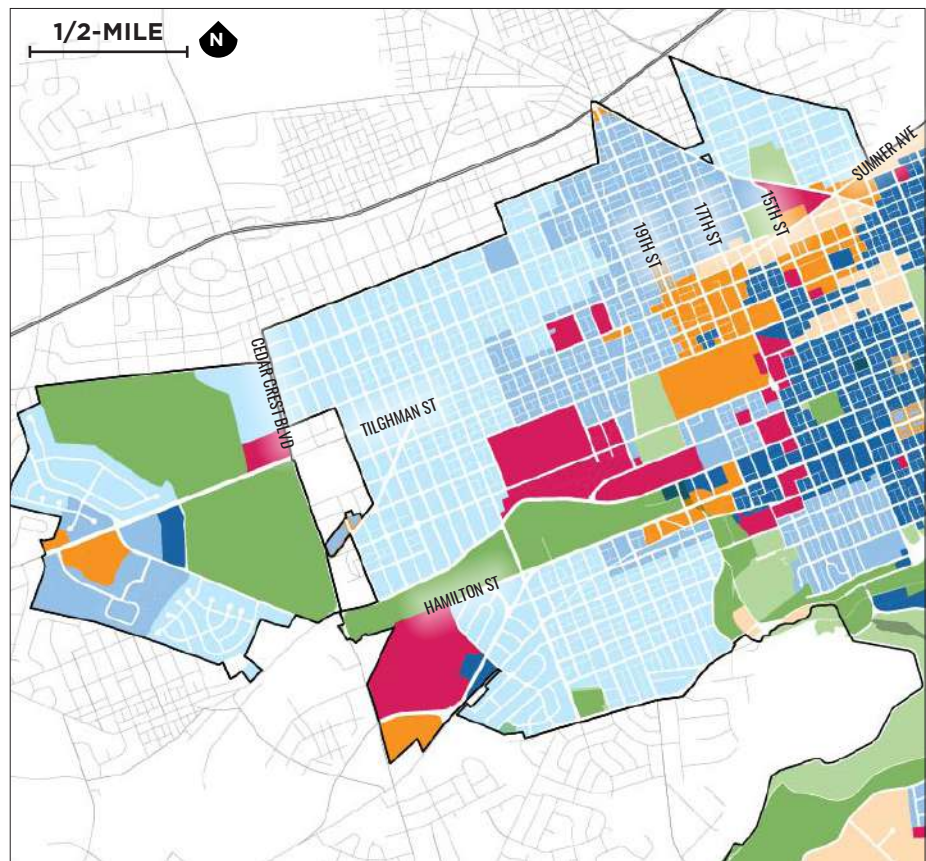
Industry and Manufacturing

RESIDENTIAL

7+ Units

2-6 Units

Single Family



Source: City of Allentown

EXISTING LAND USE

West Allentown has a few large institutions and other large landholders that are connected by trails and green space. Land use largely follows zoning areas, with relatively few exceptions.

LEGEND

Public Parks

Open Land

INSTITUTIONAL

Public Facilities + Services

COMMERCIAL

Retail and Commercial

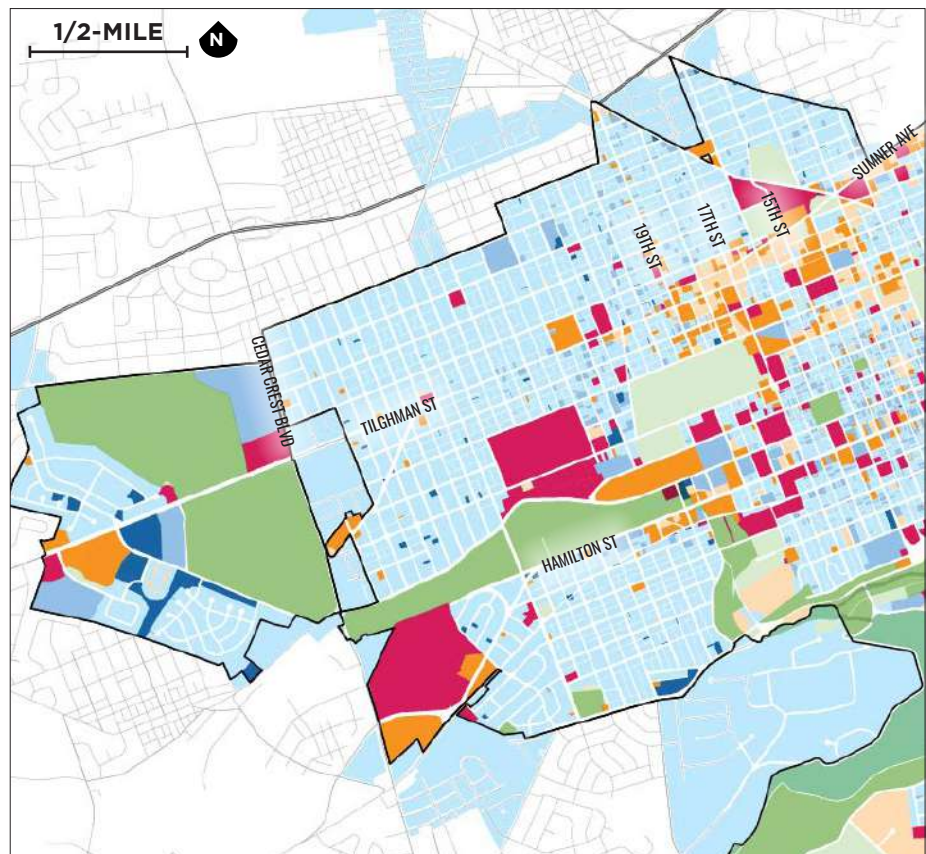
Industry and Manufacturing

RESIDENTIAL

7+ Units

2-6 Units

Single Family



Source: City of Allentown

EXISTING TRANSIT NETWORK

West Allentown has major east-west bus routes and few north-south routes. There are large areas with little nearby service due to low density development.

LEGEND

RIDERSHIP BY STOP

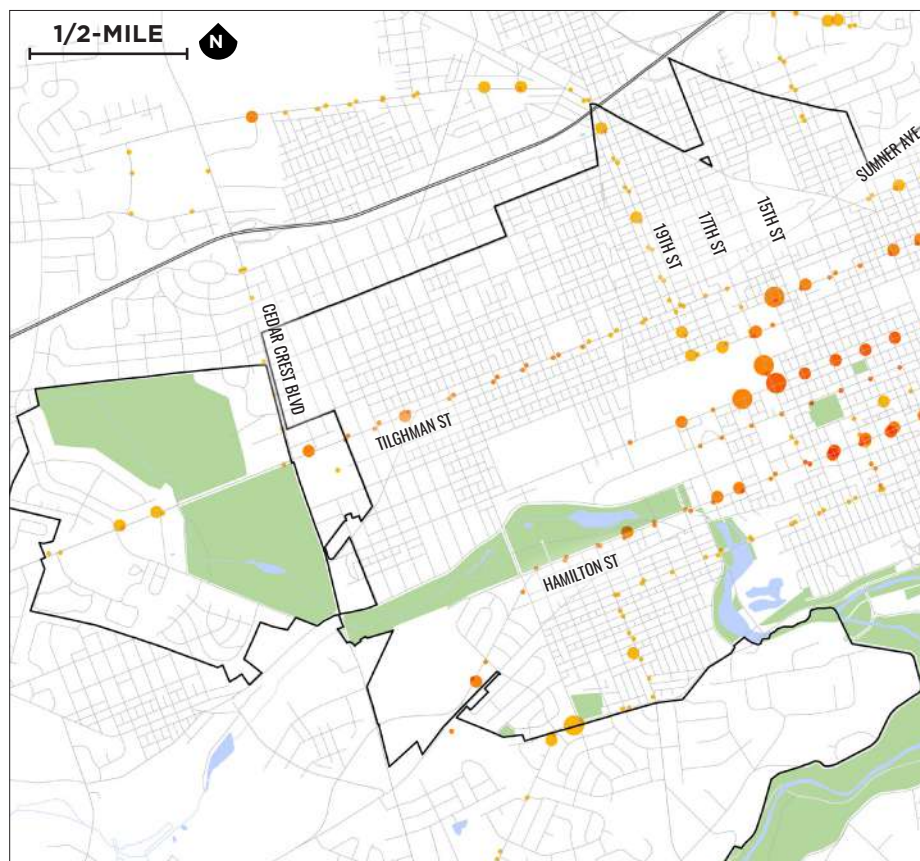
- < 4,500 Riders
- 4,501 - 15,000 Riders
- 15,001 - 125,000
- 125,001 - 1,000,000
- > 1,000,000

OF ROUTES BY STOP



BASE LAYERS

- City of Allentown Boundary
- Lehigh County Roads
- Lehigh County Water
- City of Allentown Parks



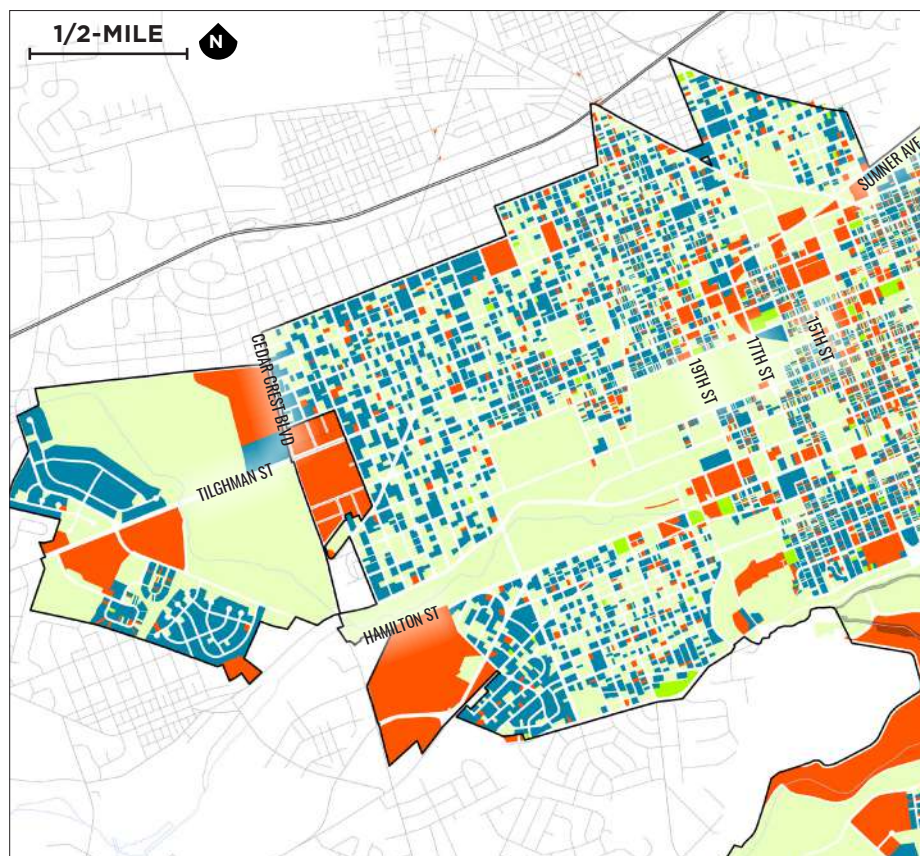
Source: 2018 LANTA Ridership

EXISTING OWNERSHIP

West Allentown has areas of high homeownership in the western neighborhoods and has mixed ownership throughout, consistent with the rest of the city trends.

LEGEND

- Owner-Occupied
- Allentown-Based Owner
- Lehigh Valley-Based Owner
- Other



Source: City of Allentown

Chapter 4

CENTER ALLENTOWN

Center Allentown is the heart of the city with a vibrant central business district on Hamilton, unique historic neighborhoods, and culturally diverse destinations like the Seventh Street corridor. In the future, Center Allentown's new employers and entertainment destinations bring people back downtown. Development in the First and Sixth Wards brings the city to the river and gives new life to old assets. The robust arts community creates cultural and artistic offerings in the historic fabric of the city, creating new attractions that give dimension to the city. In the surrounding neighborhoods, entrepreneurs, small businesses, and the community thrive alongside one another.

VISION FOR THE FUTURE

THE AREA IS AN ENGINE OF ECONOMIC OPPORTUNITY FOR SMALL BUSINESSES AND LARGE ENTERPRISES

SURROUNDING NEIGHBORHOODS ARE WOVEN INTO THE CORE

IT IS A SAFE AND VIBRANT AREA TO LIVE, CLOSE TO SERVICES AND WITH WALKABLE STREETS THAT GIVE PEOPLE MOBILITY CHOICES

KEY PROJECTS:

- C1** Transit Hub
- C2** Reaching to the River
- C3** Union Street Portals
- C4** Seventh Street District
- C5** Strengthening Neighborhoods
- C6** Housing Priorities

LEGEND

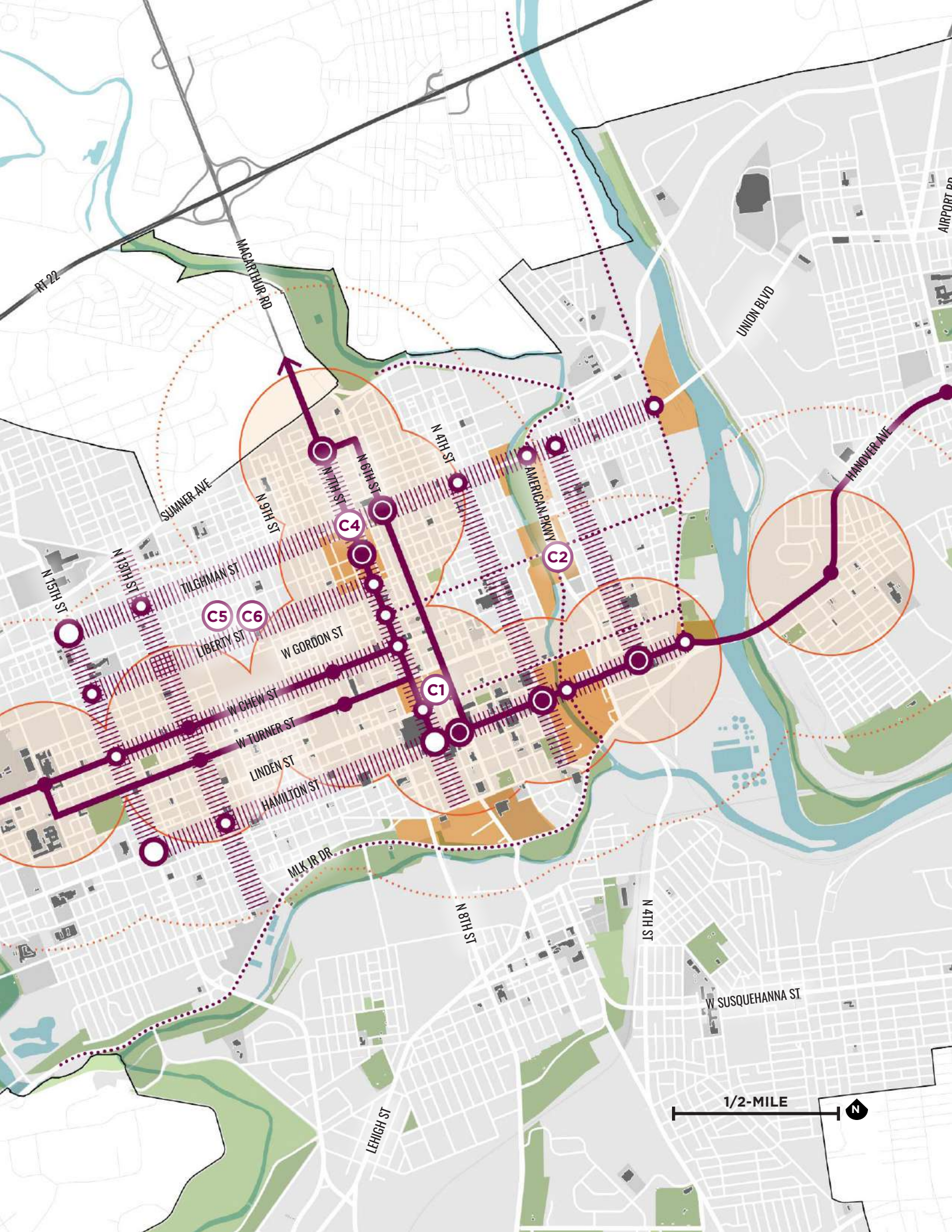
PROJECT PROPOSALS

- 5- Minute Walk from EBS Stop
- 10- Minute Walk from EBS Stop
- Strategic Planning Areas
- EBS Stop- Proposed
- Major Intersection
- Minor Intersection
- EBS Route- Proposed
- Existing Trail
- Proposed Trail
- Streetscape Improvement

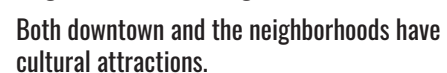
BASE LAYERS

- Community Facilities
- Rivers & Streams
- City Parks
- City Blocks
- Allentown Boundary





The Hamilton Street Central Business District and the surrounding neighborhoods are the driver of growth and provide opportunities for people to live and work in Allentown.



REVITALIZING THE CENTER

Over a decade of planning and investment has remade the image of downtown Allentown and sparked energy for additional investment. The Neighborhood Improvement Zone (NIZ)'s employees work in new high-rise buildings and venues like the Allentown Art Museum, Miller Symphony Hall, and PPL Center, attracting people from around the region.

Pedestrian ArtsWalk

Source: Frank Smith for Urban Land Institute America, "2017-2018 Global Awards for Excellence Winner"



CONNECTING CORRIDORS & CENTERS

Seventh Street is an active node that serves both the local community and attracts visitors from across the Lehigh Valley. Entrepreneurial activity has created diverse businesses that can continue to draw investment and growth in the area.

7th Street Business District

Source: City of Allentown



CHALLENGES REMAIN

While major investment has gone into the central core, the surrounding neighborhoods have not had the same level of investment. Surrounding areas would benefit from strategic projects that stabilize and transform community assets. Opportunities exist to connect neighborhoods with major planned future development.

Former Neuweiler Brewery

Source: Consultant Team



Transit Hub **C1**

Reaching to the River **C2**

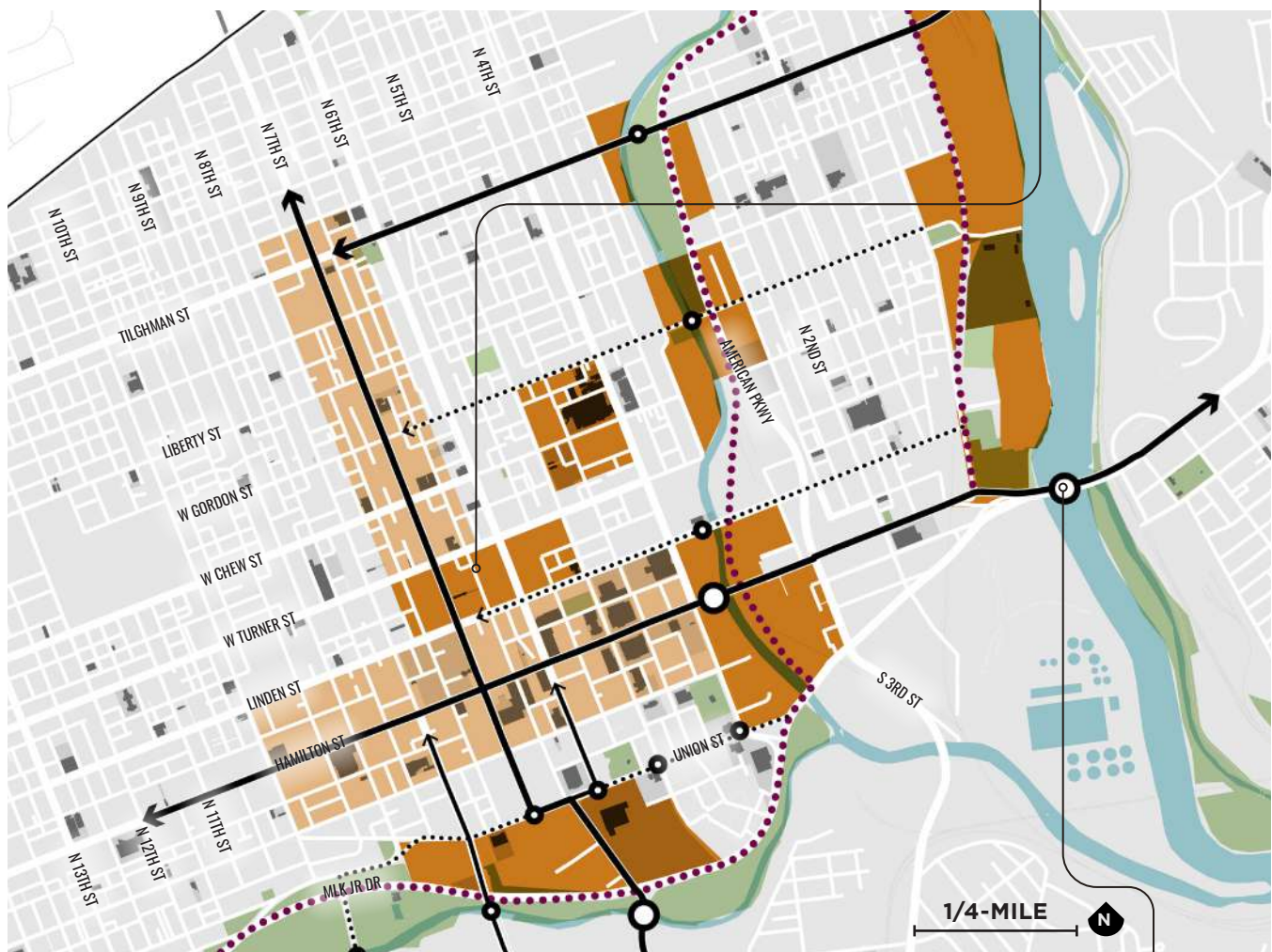
Union Street Portals **C3**

CENTER ALLENTOWN TOMORROW

Projects on the periphery of downtown, such as the growing Seventh Street Corridor, the Jordan Creek trail, and riverfront development, will attract investment. Portal projects will weave downtown with adjacent neighborhoods and strengthen the core.

ALLENTOWN TRANSIT CENTER MOBILITY HUB

A mixed use Transit Hub can become Allentown's front door for travelers and will connect the urban core on Hamilton with stores and restaurants on Seventh. An inviting, easy-to-navigate, and well-lit bus station, with open space and rider amenities.



ALLENTOWN TRANSIT CENTER TODAY

The open lots at the Transit Center are a gap in the Seventh Street experience.

Source: Trainfan on YouTube

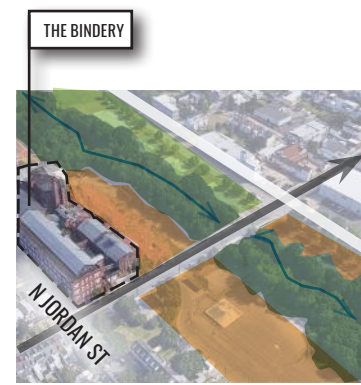


LEGEND

PORTAL CONNECTIONS

- Developable Area
- Zoned for Commercial
- Major/Minor Nodes
- Primary Connector

Reconfiguring the difficult intersection at the Hamilton Street Bridge will create a safer and more visible entry and can connect people to the riverfront trails.



REACHING TO THE RIVER

For riverfront development in the First & Sixth Wards to thrive, it needs to be connected to the downtown physically and perceptually.

Create recognizable portals by restoring historic buildings and developing vacant land at the intersections of Linden, Gordon, and Tilghman Streets and Jordan Creek.

Linden and Gordon Streets both end in significant buildings or institutions. Develop intersections on Front Street that create a sense of arrival.

LEGEND

- Rivers and Streams
- Existing Asset
- Developable Land
- Portal Parks
- Landmark
- Trail Connection
- Road Connection

UNION STREET PORTALS

The Jordan Creek and the Little Lehigh Creek regional trails are not well connected to Allentown's core. A series of "portal parks" along Union Street could invite people to the trails.

In addition to planting, traffic calming, signs, crosswalks, and gateway features, the intersections can feature distinctive art pieces or street murals.

RIGHT *Structured switchback, Washington's Landing, Pittsburgh, PA*

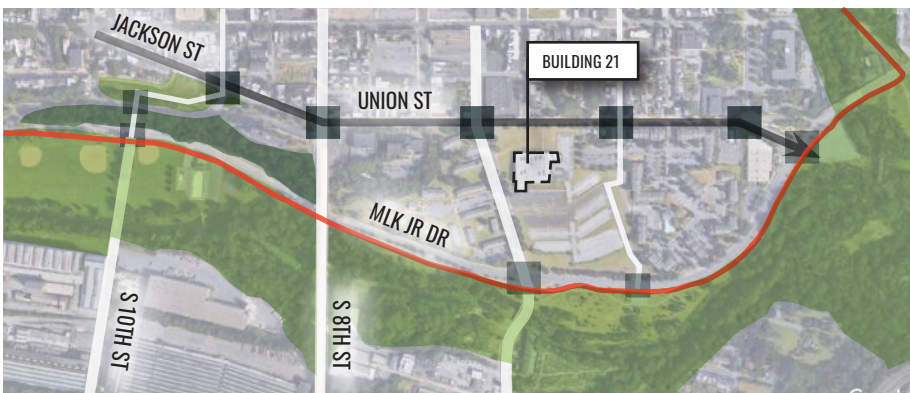
Source: Sally Quinn for Next Pittsburgh

BELOW *Intersection Mural, Philadelphia, PA*

Source: West Windsor Bicycle and Pedestrian Alliance

BOTTOM *Sculpture Proposal, Capital Cascades Park, Tallahassee, FL*

Source: Knight Creative Communities Institute

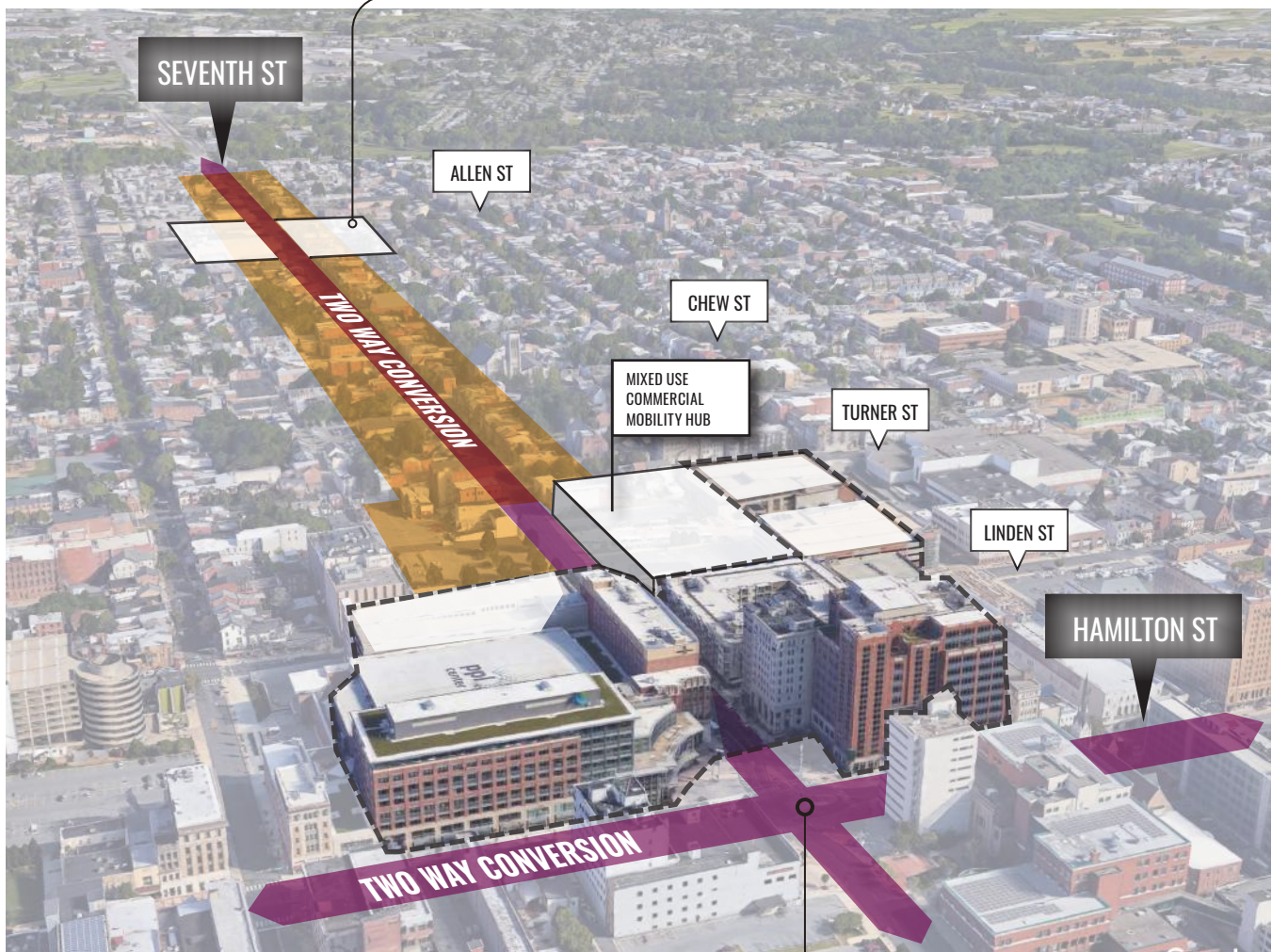


CENTER ALLENTOWN **TOMORROW**

Seventh Street will continue to grow and serve the community. The corridor will develop a district identity that will be cultivated by local entrepreneurs. It will compliment Hamilton Street as a regional destination for food and culture.

A NEW CENTER FOR THE SEVENTH STREET DISTRICT

Two major grocery stores anchor the district and many of the businesses cluster in this area. Additional businesses can be accommodated by adding structured parking with commercial storefronts and apartments.



DID YOU KNOW...

The Community Development Corporation of Allentown (CADCA) has helped the Seventh Street district improve over 60 facades and it is estimated that over 97% of storefronts are filled.

LEGEND

PORTAL CONNECTIONS

- Developable Area
- 1 to 2-Way Conversion
- Key Project

Explore with PennDOT the conversion of Hamilton and Seventh to two-way streets to calm traffic and create a more intuitive experience of both business districts. See Urban Systems: Accessibility & Connectivity.

LEARNING FROM OTHERS...

The Seventh Street Allentown has become a popular “main street” destination with restaurants and small shops. The success of the corridor can be expanded into a district strategy to boost businesses in the adjacent neighborhoods.

INTERNATIONAL DISTRICT

Seattle’s century old Chinatown and Japantown communities have branded themselves as the International Food District. The District features a variety of restaurants, as well as shops, cultural institutions, and events. The district includes unique attractions, such as a pinball museum.

Seattle, WA

Source: WTPHo



LITTLE HAITI CULTURAL DISTRICT

Little Haiti is the home of Miami’s Afro-Caribbean population and features street art, cultural institutions, restaurants, and cultural events. Anchored by the Little Haiti Cultural Center and the Caribbean Marketplace, the variety of businesses attracted people and economic resources from the adjacent Design District.

The community, like others across the country, is trying to balance increased investment without displacing the people and cultural institutions that created the interest.

Miami, FL

Source: Miami Book Fair- Miami Dade College



THIS WEEKEND!
The Little Haiti Book Festival is Here
Immerse yourself in the vibrant culture of Haiti and its diaspora.

Saturday, May 5 (6 - 9 p.m.) & Sunday, May 6 (11 a.m. - 7 p.m.)
Little Haiti Cultural Complex, 212 NE 59 Terrace, Miami



GERMANTOWN DISTRICT

Built by German immigrants, Germantown is one of Philadelphia’s most socio-economically diverse neighborhoods. The National Trust for Historic Preservation is working with local organizations to preserve the architectural character of this historic area by attracting investment without displacing existing residents.

Neighborhood development focuses on building strong communal places and supporting local business owners. Local developers make sure existing community members benefit from rising real estate values and affordable housing programs address the needs of Germantown’s economically vulnerable residents.

Philadelphia, PA

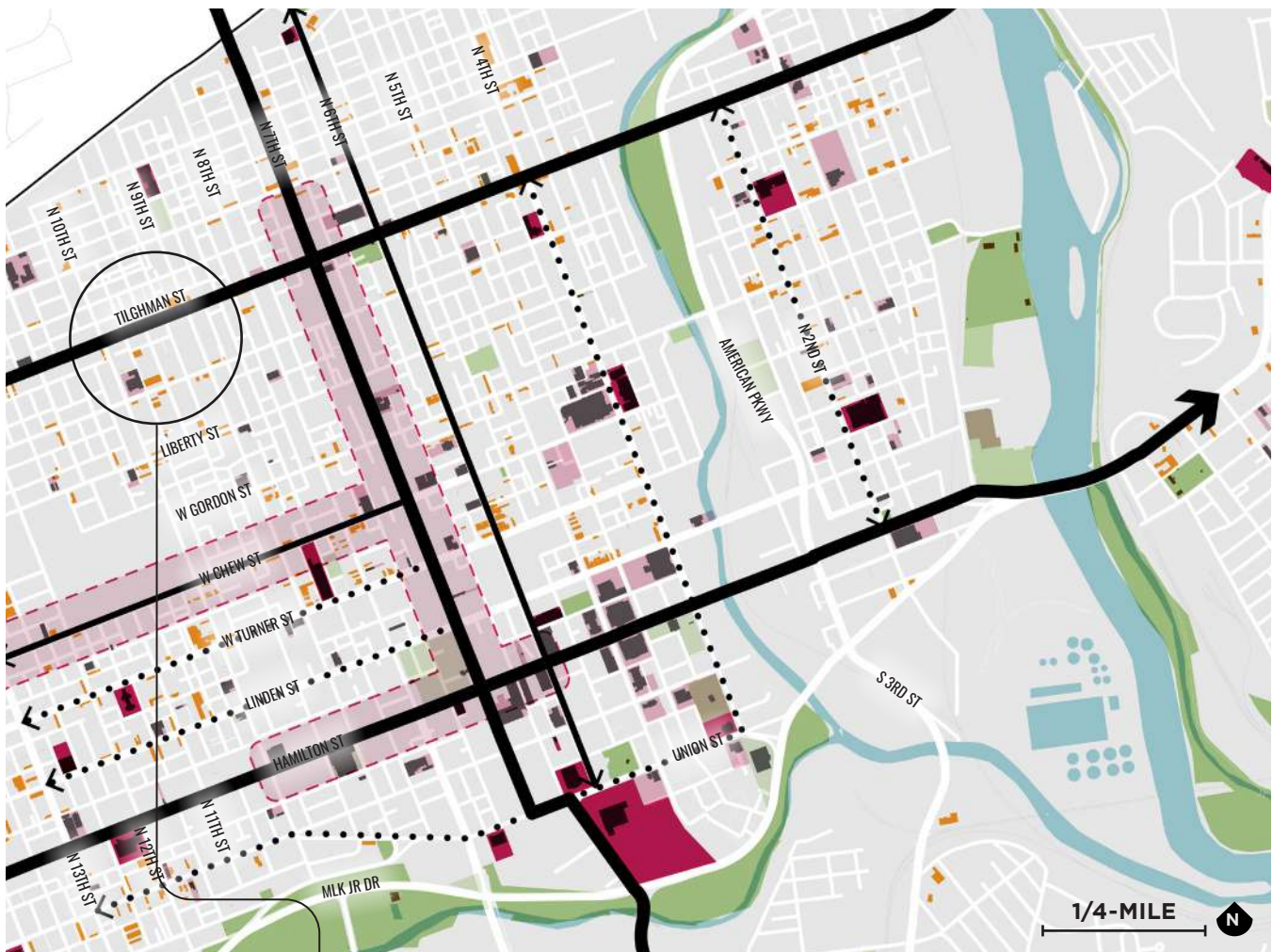
Source: Delaware Valley Regional Planning Commission



CENTER ALLENTOWN **TOMORROW**

The neighborhoods will welcome new residents who connect to strong schools and reliable services, empowering the next generation of Allentonians.

Enterprising small businesses in the historic areas will serve local residents and attract visitors to their clusters of unique offerings.



CULTIVATE SMALL BUSINESS CLUSTERS
In addition to a regional business district and neighborhood commercial corridors, clusters of small shops are tucked into the residential areas. The small shops are an opportunity for small businesses to thrive.

Source: Consultant Team

LEGEND

LAND USE

- Key Buildings
- Schools
- Community Assets
- Existing Retail

SAFE ROUTE TO SCHOOLS

- 1 to 2-Way Conversion
- Primary Connector
- Secondary Connector
- Minor Connector

DESIGN FOR PUBLIC SAFETY

Referenced in Living Systems

Crime prevention through environmental design (CPTED) can contribute to safer neighborhoods while creating a more vibrant community. Better lighting, active front porches, views to the street from houses, and scheduled activities in public spaces show that a space is cared for and being used, discouraging crime or illegal activity.

Center Allentown Porches

Source: Consultant Team



COMMUNITY SPACES

Referenced in Services & Amenities

Neighborhood schools serve as a meeting place and their grounds are often used intensively both during and after school. As schools are consolidated, a community process can inform how former school buildings can be redeveloped for neighborhood functions. In order to enhance connectivity, analyze the current and potential walksheds to greenspace to create equitable access.

McKinley Elementary Playground and Community Garden

Source: Consultant Team



SAFE ROUTES TO SCHOOL & COMPLETE STREETS

Referenced in Accessibility & Connectivity

The Center Allentown neighborhoods have narrow streets and short blocks which are essential to encourage people to walk. Converting one-way streets to two-way will calm traffic and “complete streets” will create safer places for students, elders, and the community.

Safe Routes to School Rendering

Source: National Association of Transportation Officials



PARKING STRATEGY

Referenced in Accessibility & Connectivity

Dense neighborhoods need fewer parking spaces when public transit connects to desired destinations. As Allentown’s densest district, Center Allentown has transit-supportive density, but its residents need cars to take advantage of job opportunities outside the city. In addition, new commercial destinations in the districts will affect demand. While some solutions have been proposed, a parking study should be done to better understand the current inventory and travel patterns.

Center Allentown Street

Source: Consultant Team



The historic housing is revitalized to provide healthy and affordable housing in walkable and safe neighborhoods.



- City Parks
- Single Family Housing
- Duplexes & Triplexes
- >3 Residential Units

 Traditional Neighborhood Development Overlay

 Historic Building Demolition Overlay District

ZONING FOR HOUSING

Referenced in Housing

The new housing in the central business district added a new “product” or housing type to the city and it is attracting new residents. Riverfront housing would continue to add new housing types. Since market rate housing out paces the production of subsidized affordable housing, the city may want to consider inclusionary housing ordinances or other policies that incentivize or require affordable units to be built with market rate housing.

HISTORIC HOUSING PRESERVATION

Referenced in Housing

Center Allentown has many historic housing types that, in other markets, have been attractive to homebuyers. However, current economic conditions and property values make it financially difficult to justify homeowner investment and, in addition, many structures are not owner-occupied. Preservation combined with tools like revolving loan funds and stabilization grants allow everyone, regardless of income levels, to participate in the preservation of Allentown’s historic treasures.



Center Allentown Homes

Source: Consultant Team

ON-RAMPS TO HOMEOWNERSHIP

Referenced in Housing

Owner-occupied houses stabilize a neighborhood because people are aware of and invested in making their community better. Lower income people may have a difficult time getting to homeownership and once there, may find it difficult to maintain. Financial tools like loans and grants, coupled with mechanisms like land trusts, can contribute to permanent affordability and new first time buyers.



Rental Advertisement in Allentown

Source: Consultant Team

EQUITABLE CODE ENFORCEMENT

Referenced in Housing

Code enforcement requires landlords or property owners to address unsafe or unhealthy living conditions and create better places to live for all. The city should track code enforcement and longitudinal outcomes to know if well-intentioned code enforcement may inadvertently spur displacement, as properties come off-line completely or if investment increases the likelihood a family will be cost-burdened.



Street Repairs

Source: Consultant Team



*Homes in Center
Allentown*

Source: Consultant Team

EXISTING ASSETS & VULNERABILITIES

AN ECONOMIC ENGINE FOR OPPORTUNITY

This area contains the NIZ, which has \$500 million worth of development, boosting the desirability of the city for large corporations and their employees. There have also been efforts by neighborhood organizations towards the development of the Seventh Street corridor that has showcased a more organic marrying of economic development to the needs of the surrounding community.

STRONG SOCIAL NETWORKS

This area has some of the oldest architecturally significant structures in the city. Its fabric is a naturally evolved system of granny flats that has allowed for the public realm activity that is heavily used and acts as a third space for many residents.

GREEN CONNECTORS

The City Parks follow Little Lehigh Creek and offer opportunities to better connect to South Allentown. The proposed riverfront redevelopment can connect neighborhoods to each other and the Lehigh River.

SUPPORTED BY COMMUNITY SERVING AMENITIES AND SERVICES

Many of the community services and amenities are clustered around the Seventh Street and Hamilton Street corridors as well as smaller clusters in the surrounding neighborhoods. There are multiple neighborhood schools that serve as community gathering spaces. Access to some essential services such as grocery stores and medical facilities are not evenly distributed in Center Allentown.

ACCESS TO MULTIPLE MOBILITY CHOICES

The major corridors of Hamilton and Tilghman Streets provide East to West connections in Center Allentown. The North to South corridors of 15th and 7th Streets provide connectivity to the major highways of US-22 and I-78. Center Allentown has multiple LANTA lines and the Allentown Transit Center. The proposed Enhanced Bus Service will have multiple stops in the area. The compact street grid provides continuous pedestrian infrastructure; however, there are problem intersections and corridors that make walking and biking less desirable options.

**“GOOD DIVERSITY OF
BUSINESSES”**

RETAIL + BUSINESS

People love small businesses in their neighborhood and have many favorite places to eat.

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**“GOOD DIVERSITY OF
BUSINESSES”
“MORE BUSINESS
OPPORTUNITY!”**

COMMUNITY + FAMILY
Many institutions like the YMCA and Boys and Girls Club bring people together

**“BRING MORE
EVENTS AND
FUNDING”**

ARTS + CULTURE
People appreciate downtown amenities large and small like the Arts Walk, the Art Museum, and the Phantoms.

J

**“WATER!
I WANT TO GET HERE
EASIER!”**

RECREATION + GREENSPACE

People want improved parks that are close to home and work.

WHAT WE HEARD...

COMMUNITY MAPPING ACTIVITY

Community Assets

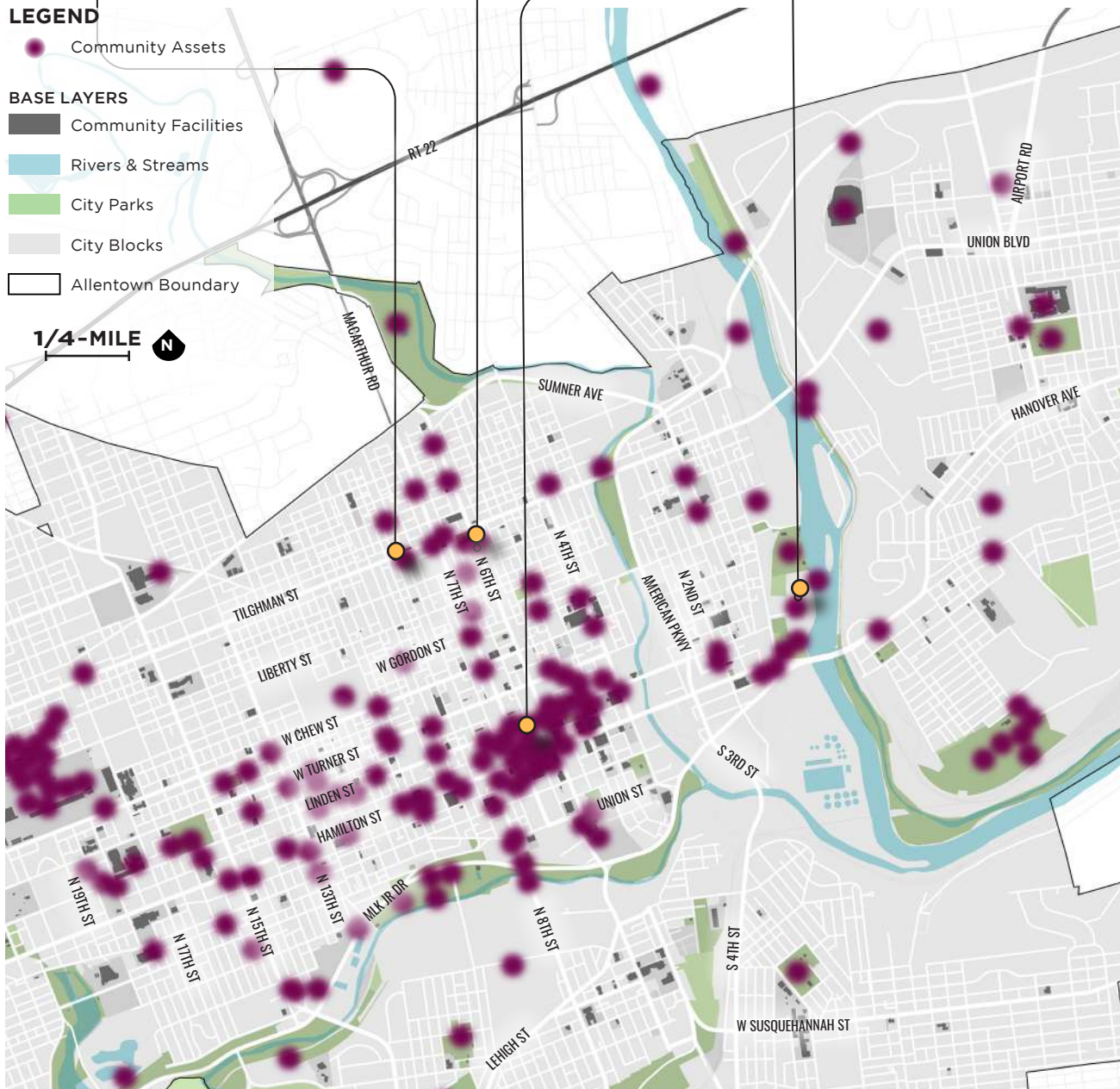
BASE LAYERS

- Community Facilities
- Rivers & Streams
- City Parks
- City Blocks
- Allentown Boundary

BASE LAYERS

Rivers & Streams

City Blocks

☐ Allentown Boundary

EXISTING ZONING

Much of Center Allentown is dense residential with a crossing of two commercial corridors as a central business district.

LEGEND

Public Parks

INSTITUTIONAL

Public Facilities + Services

COMMERCIAL

Retail and Commercial

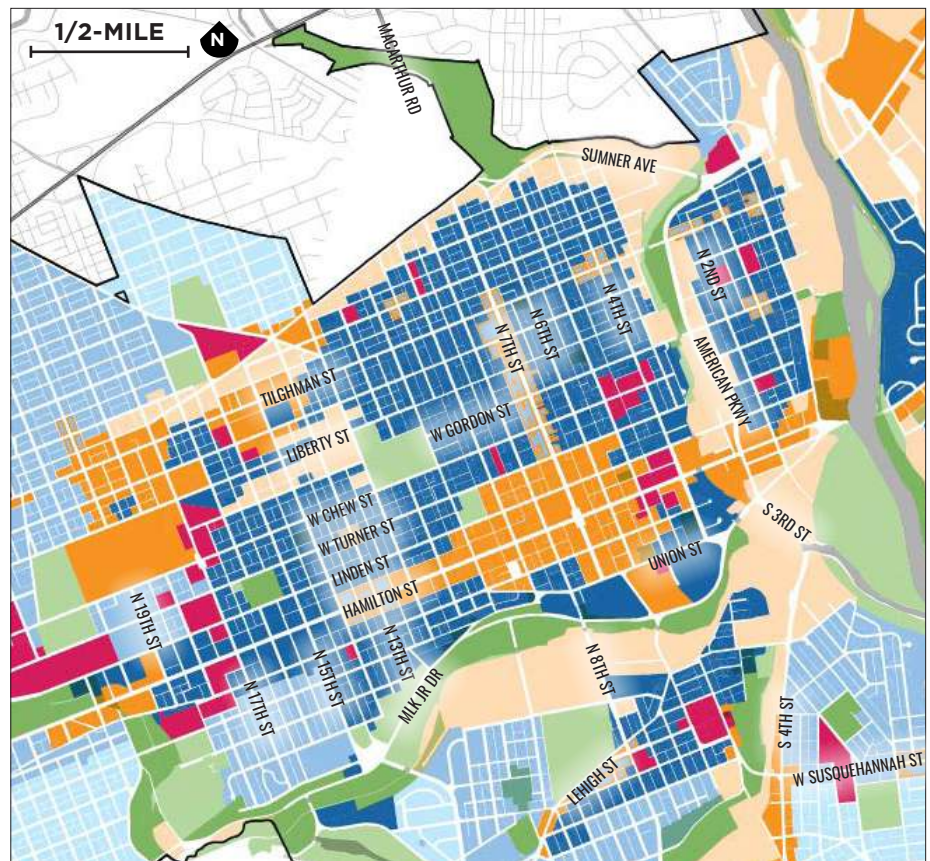
Industry and Manufacturing

RESIDENTIAL

7+ Units

2-6 Units

Single Family



Source: City of Allentown

EXISTING LAND USE

Land use designations reflect the zoning. The influence of the NIZ is visible in downtown development.

LEGEND

Public Parks

Open Land

INSTITUTIONAL

Public Facilities + Services

COMMERCIAL

Retail and Commercial

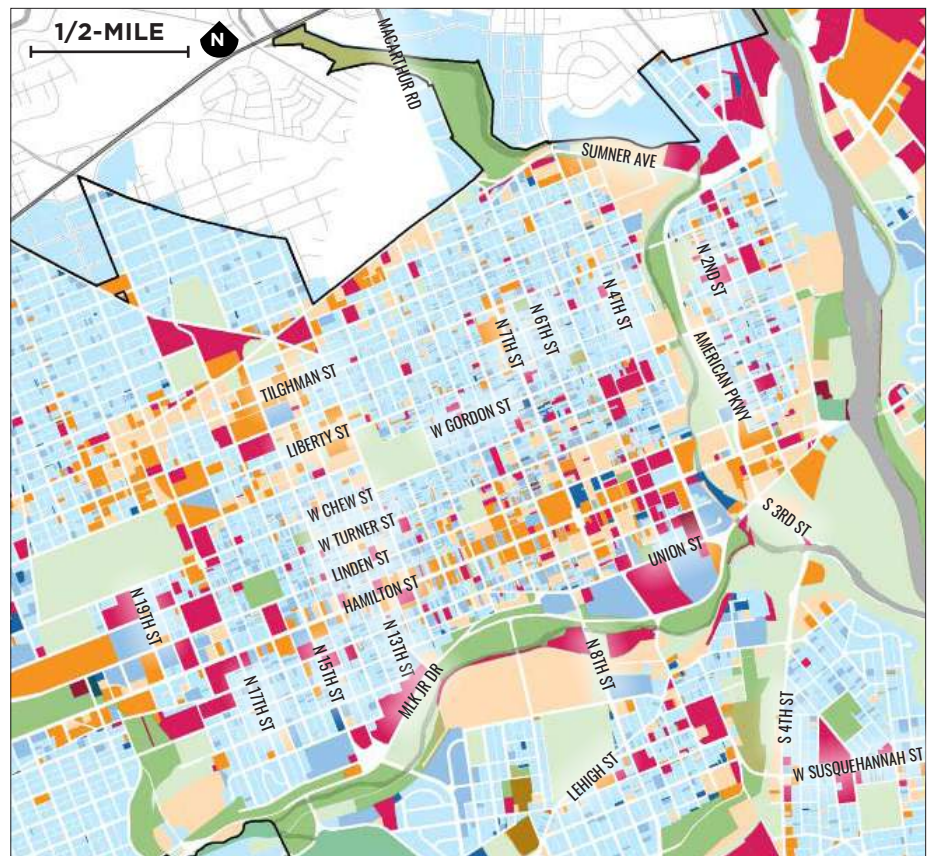
Industry and Manufacturing

RESIDENTIAL

7+ Units

2-6 Units

Single Family



Source: City of Allentown

EXISTING TRANSIT NETWORK

Center Allentown is the densest area of Allentown with both residences and businesses. It is the area of Allentown that is best served by transit.

LEGEND

RIDERSHIP BY STOP

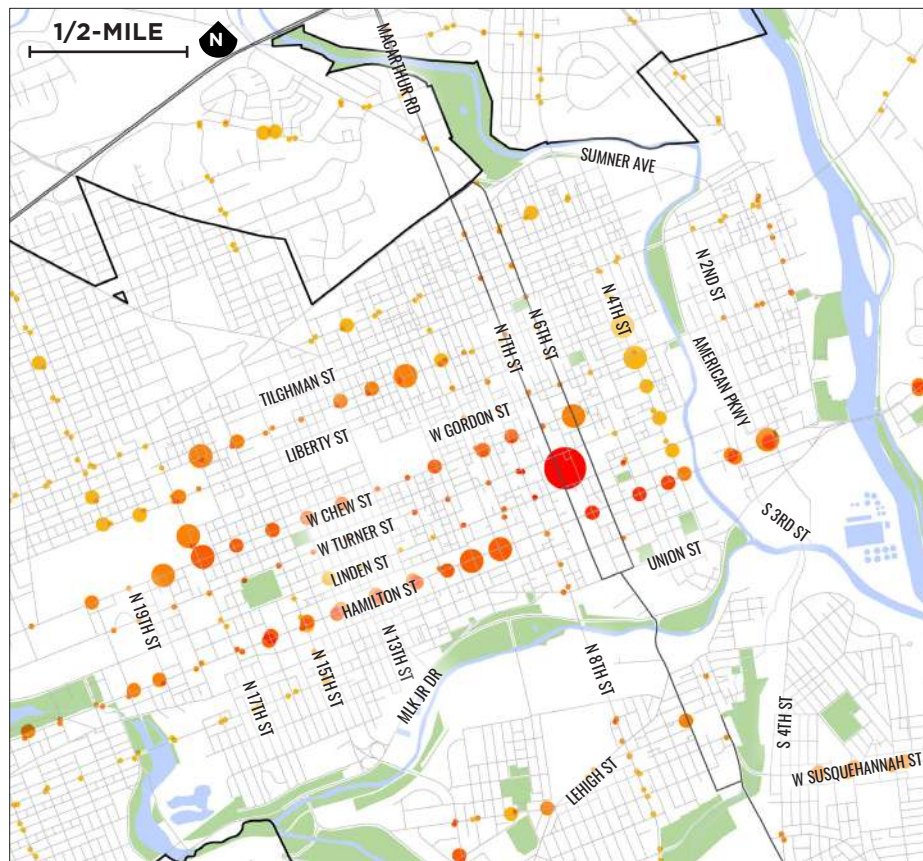
- < 4,500 Riders
- 4,501 - 15,000 Riders
- 15,001 - 125,000
- 125,001 - 1,000,000
- > 1,000,000

OF ROUTES BY STOP



BASE LAYERS

- City of Allentown Boundary
- Lehigh County Roads
- Lehigh County Water
- City of Allentown Parks



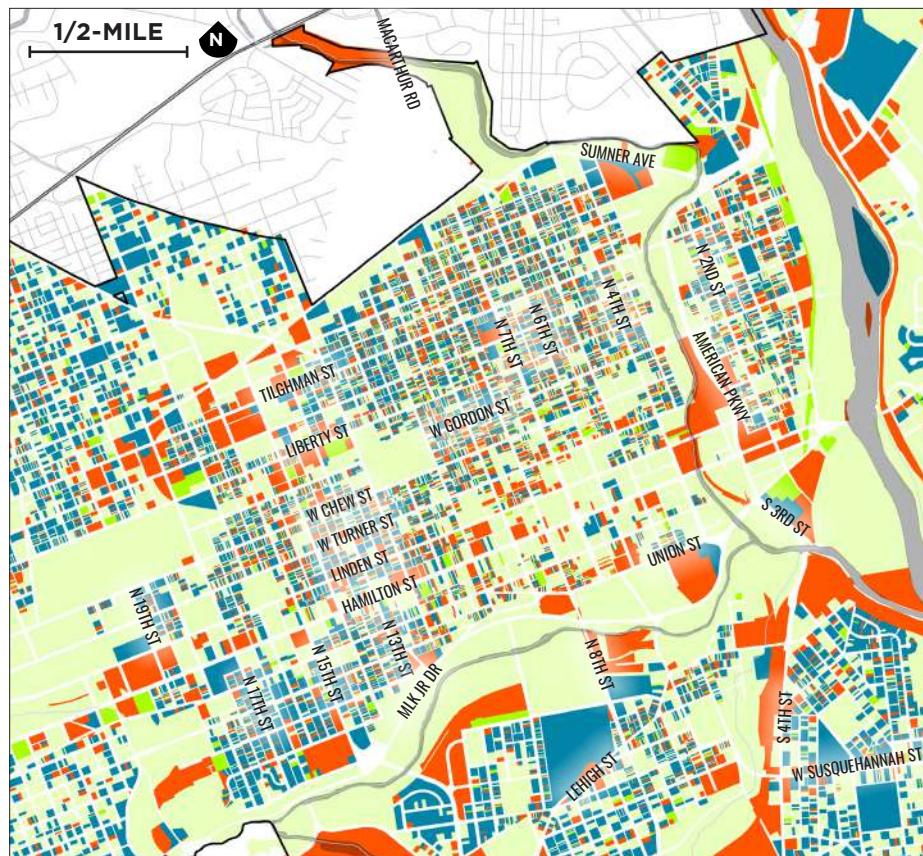
Source: 2018 LANTA Ridership

EXISTING OWNERSHIP

There is a fairly even mix of ownership type in residential areas.

LEGEND

- Owner-Occupied
- Allentown-Based Owner
- Lehigh Valley-Based Owner
- Other



Source: City of Allentown

